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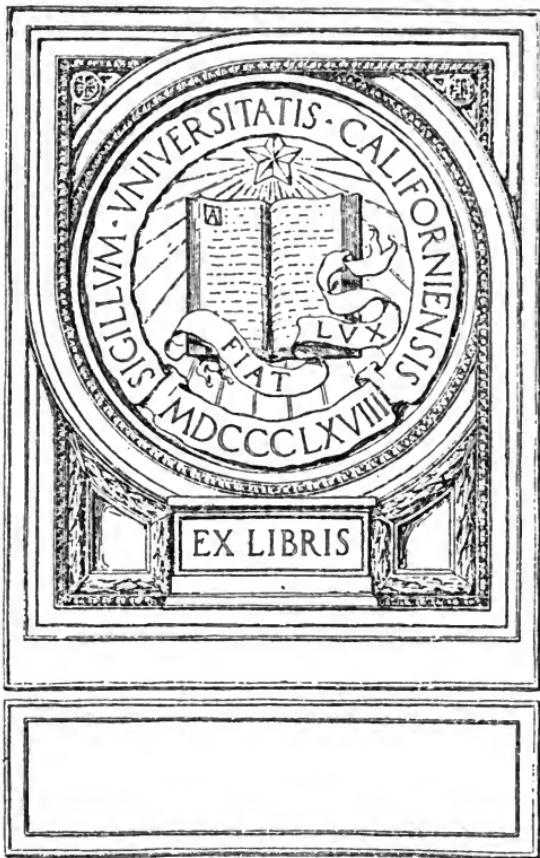


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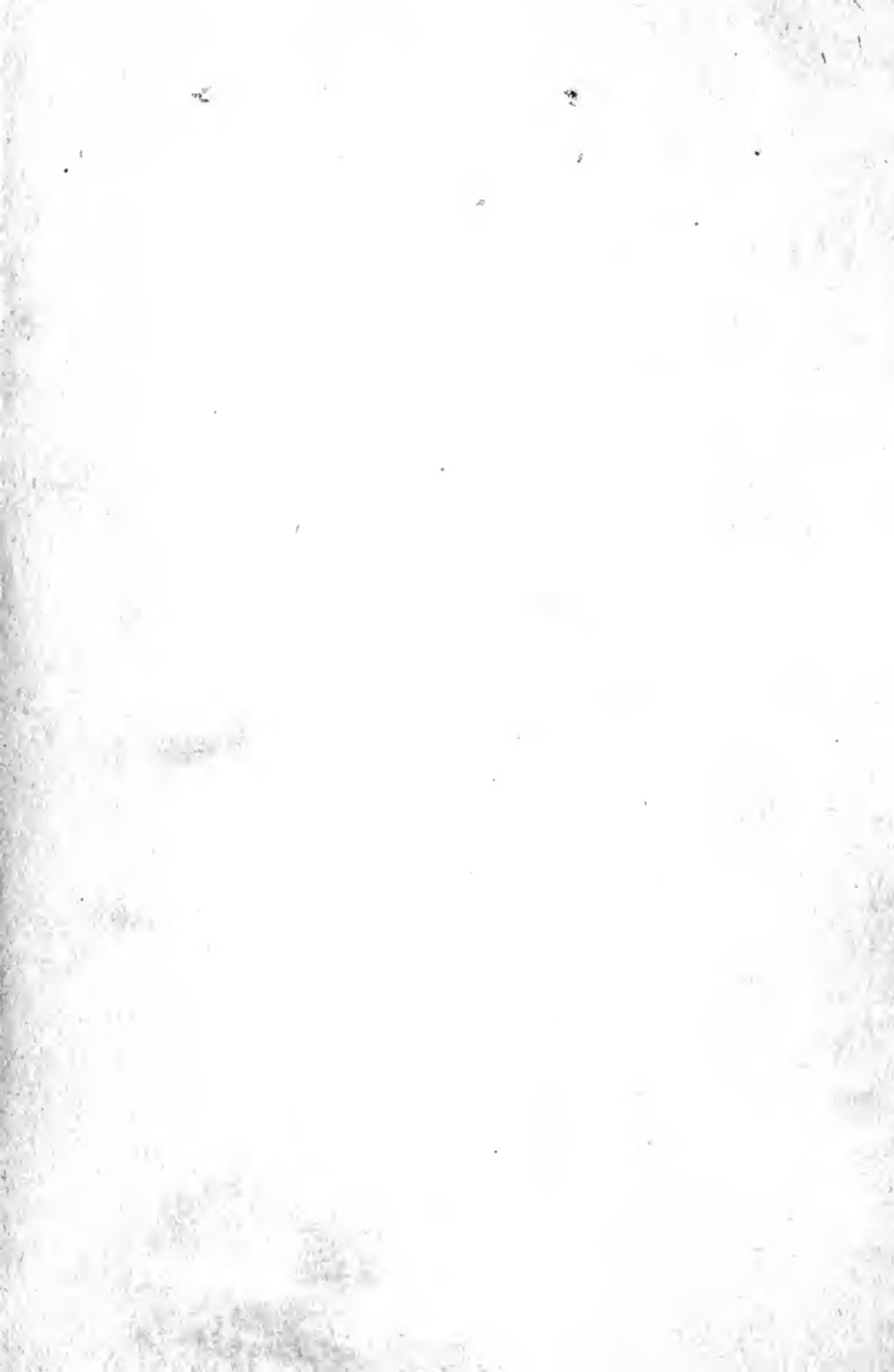
THE NEW 1001 PLACES TO SELL MANUSCRIPTS



JAMES KNAPP REEVE



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The New 1001 Places to Sell Manuscripts

A Complete Guide for all Writers who are
Seeking Avenues for the Publication
of Original Manuscripts

Compiled by
JAMES KNAPP REEVE
and
AGNES M. REEVE

1922 EDITION

1922

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PREFACE

This is THE NEW "1001 PLACES TO SELL MANUSCRIPTS." It is the 1922 edition, made up from the most complete material available at the time of going to press. Changes occur constantly in the publishing world and it is always a question how we may best keep the information regarding the same up-to-date. We have decided that the most practical method will be to publish frequent new editions, and perhaps from time to time to supplement these with a list of changes to be mailed at a merely nominal cost to purchasers of the book. Lists of purchasers are always kept on file so that we may advise them when new editions or supplementary lists are available.

A good many years ago the publisher of this volume compiled the first edition (under the more modest title of "500 Places to Sell Manuscripts") of this manual, which later grew to be "1001 Places to Sell Manuscripts." The present volume is based upon ten previous editions. For twenty years it has been recognized as the standard guide to the literary market.

In recent editions it has somewhat outgrown its original purpose. There has been, apparently, a striving in this and other similar manuals, to list a great number of publications without sufficient regard to the fact that the entire list was presumed, by the purchasers of the book, to be a known market for some class of literary material. In resuming control of this work it has been the purpose of the compilers of the present edition to place before writers a reliable list of publications that

buy manuscripts. We do not claim that it is absolutely complete, for there are constant changes in the publishing world and no list compiled today will be entirely complete tomorrow. And there are some publications which buy an occasional manuscript that are not included here, as they are not of sufficient importance to warrant us in advising writers generally to send them contributions.

Very easily, our list could have contained thousands of additional titles. But the majority of these would have been misleading to writers because they are not markets; they do not buy; and it would be contrary to the name and purpose of this work to list such. This volume is compiled for the purpose of being a direct aid to the general writer who wishes to sell manuscripts — not for the one who is writing for glory and who will give his work away if he can find an editor who will print it.

In this volume the list of general publications has been made full and comprehensive. Among these are the buyers of fiction — both short stories and serials — essays, articles (information, travel, illustrated, etc.), verse and general magazine miscellany.

Special attention has been given to certain other departments which cover a wide range and use a considerable amount of material, such as the religious (including the religious juvenile) publications and the trade journals.

The religious publications, while not as a rule paying very largely for their material, afford a market which beginning writers would do well to cultivate. The material accepted by these is not, of necessity, wholly of a religious cast, but should, of course, be of a highly moral tone. Stories, serials, household and domestic

articles, articles of information, anecdotes, poetry, all are used. Often, if a writer can give the material wanted, a more or less permanent connection can be made with these journals.

The trade journals constitute a literary field by themselves. The trade to which a certain journal is devoted will indicate largely the class of material wanted. All of these, unless the columns are filled entirely by the staff, buy items of news, and descriptive articles of information pertaining to the particular trade. Most of them use stories, anecdotes and verse, having preferably some application to the trade to which the journal is devoted. Many of them use trade or business stories, for which good prices are paid.

It is especially desirable that a writer should see and study carefully one or more copies of any trade journal to which he intends to offer work. Usually it would be well to correspond with the editor, to ascertain if he desires material of the specific sort which the writer can offer.

Very many writers find the trade journals afford them a profitable "side line." Those who intend to follow up this work will do well to obtain a copy of Mr. Frank Farrington's book, "Writing for the Trade Press" (Published by James Knapp Reeve, Franklin, Ohio, price \$1.00), as Mr. Farrington is probably the best known and most successful man in this line of work in the country.

Not so much attention had been given to the photoplay producers as some might consider desirable. Interested parties have striven to create a false and erroneous impression regarding the rewards to be obtained in this field of endeavor. The fact is, that the amateur or untrained scenario writer has but a small chance of selling his wares. Most of the photoplays produced are

worked up from material already printed, are prepared by specialists to order, or are written by trained craftsmen for some special player. The best thing that the general writer can do is to write as good a story as possible, sell it to the best publication that he can, and then, if it is fortunate enough to attract the attention of a producer, arrangements can be made for the picture rights.

* * * * *

No publication of this sort can be absolutely correct. Changes take place daily in the publishing field. Publications die; others are born. Some of the latter have but a fleeting existence.

Letters suggesting additions to, or changes from the list herein given, corrections, or additional information will always be welcomed and will be promptly acknowledged.

Writers have always been interested to know if a manuscript submitted to one of a number of magazines issued by a publishing company is considered for this concern's other publications. The custom in this regard varies. The Frank A. Munsey Company determines in one reading the availability of each manuscript for all of its publications, having a central reading bureau. Street and Smith maintain separate editorial departments for each of their publications, so that a manuscript should be directed to the editorial department of the publication to which it seems suited. But if a manuscript, submitted to one of the Street and Smith publications which proves unavailable for that magazine, seems adapted to one of the other magazines of "the house," it is referred for consideration to the editor of that magazine. Manuscripts submitted to Holland's Magazine or to Texas Farm and Ranch are considered at once for both publications. The Butterick publications, Everybody's Magazine, Adventure, The Delineator

and the Designer are edited by separate staffs. The Saturday Evening Post, The Ladies' Home Journal and the Country Gentleman, published by the Curtis Publishing Company, are under the direction of different editors. The Woman's Home Companion, Collier's Weekly, The American Magazine and Farm and Fireside, controlled by the Crowell Publishing Company, are edited by separate organizations. The Century Magazine and St. Nicholas, though both are published by the Century Company, naturally have no editorial connection. Manuscripts are considered at one time for The Red Book and The Blue book, but each manuscript should be addressed to the magazine to which it seems best adapted. The Hearst Magazines, The Cosmopolitan, Good Housekeeping, Hearst's Magazine (formerly The World To-day), Harper's Bazar, Motor and Motor Boating, are edited separately. The Orange Judd weeklies, The Northwest Farmstead, Orange Judd Farmer, American Agriculturist, Southern Farming and New England Homestead, are edited, in the main, from the central office at Springfield, Mass., but distinctively local material should be sent to the journal which circulates in the section of the country treated. Short Stories, The World's Work, Country Life and The Garden Magazine, which have the imprint of Doubleday, Page and Company, are under the care of separate editorial staffs. The David C. Cook Company, of Elgin, Ill., has individual editors for each of its many publications, so that manuscripts should be directed to the magazines for which intended. Most of the companies that control a number of religious publications have an editor for each publication. But a manuscript unavailable for one publication of a group, suited to another publication of the same group, usually will be referred to the proper editor.

The compilers do not, of course, vouch for the financial reliability of any of the publications listed. They believe, however, that writers will receive courteous attention from all. An editor ordinarily should not require more than one month or six weeks to pass upon even doubtful manuscripts. If a manuscript is held by any magazine for more than six weeks, and no report as to availability is received, it is suggested that a post-card, addressed for return to the author, be sent to the editor of the magazine with a letter to request that he use the postal to inform the author whether the manuscript has been accepted or has been retained for further consideration. Should no response be made to this request the author should recall his manuscript, and inform the editor that if it is not received at once a copy will be submitted to the editors of other publications. The offending editor should also be told that his publication will be held responsible for any trouble or confusion which may arise or for any violation of copyright.

In submitting manuscripts, there are a few rules that should be borne in mind.

1. The name and address of the writer must be in the upper left-hand corner of the first page of every manuscript he sends out. If a *nom de plume* is used it should be signed just beneath the title.

2. Stamps for the return of manuscripts must be enclosed. Many publications demand self-addressed, stamped envelopes.

3. A manuscript must be legibly written, on one side of the paper only; the pages must not be fastened together with ribbon or string, but left loose for the editor to shuffle as he reads. Typewritten copy stands a better chance of careful examination than pen written. Many editors

will not read pen-script at all, and a pencil manuscript will not be examined in any office in this country.

A letter concerning the manuscript may accompany it, and must be brief and to the point. Simply state that a manuscript is enclosed for consideration at customary rates.

A general survey of the field brings out the following facts:

More short stories are offered than articles. Formerly larger prices were paid for short stories than for articles. This no longer is true. If the short story sells well it brings a large check. If the article sells well it is likely to bring a slightly larger check. More stories are purchased, perhaps, than articles, but a vital article, well developed, with adequate illustrations, always will sell eventually. Good short stories, especially those of more manner than matter, often will remain unsold for long periods. Short stories that remain unsold usually are lacking in that most difficult of all qualities to obtain, plot value.

Poetry sells well, but the competition is very great. Imperfect verse, that which is weak in rhyme or meter, stands virtually no chance at all. Editors receive enough material from writers who are masters of the art of versification to supply their requirements. This does not mean that the poet who is without "name" is handicapped. The compiler often notices in tables of contents the names of young poets known to him as beginners — but as beginners who have been practicing versifiers, who have something to sing that is theirs, in a manner that is theirs also.

It would have been very easy to make this volume much larger, and to list many more publications than are here included. But, the purpose of the compilers

has been to get a practical working manual for writers. There are more than thirty thousand newspapers and periodicals published in the United States. Several thousand of these occasionally pay some contributor for an article; but it would be misleading to list among "places to sell manuscripts" a publication that only now and then will buy an article of some particular sort. Writers would spend more money upon the postage in sending articles that could not possibly be used, than the publication would pay out for purchased material in the course of a year.

Nor have we thought it worth while to include the names of publications of whose needs nothing definite can be learned by correspondence with the editors. We prefer to take it for granted that such do not care to be troubled with unsolicited manuscripts and that authors can form no profitable connection with these journals.

Neither has it seemed advisable to name publications which avowedly do not pay for contributions, for this is a list of places to sell, **not** of places **not** to sell.

There are other manuals that include more titles than we have given here, but there is none that will prove so practical a working guide to the writer who wishes to form profitable connections with journals of good standing only.

JAMES KNAPP REEVE.

AGNES M. REEVE.

Franklin, Ohio.

STANDARD MAGAZINES

ILLUSTRATED, LITERARY AND GENERAL PUBLICATIONS

INCLUDING CERTAIN SPECIAL AND CLASS MAGAZINES OF STANDING

This list includes the best of the periodicals devoted to general literature. The majority of them use fiction, and the list has been compiled with special reference to the market for short stories. The best markets for general articles will also be found here. Included also, are some publications that are recognized as leaders or standard in certain defined or limited fields; and a few new publications that give promise of permanence.

✓ ACE HIGH, 799 Broadway, New York: Monthly. Sport, outdoor adventure, detective and Western stories. A man's magazine. Serials 40,000 to 60,000 words. Novelettes 12,000 to 25,000 words. Short stories 3,000 to 6,000 words.

✓ ACTION STORIES, 41 Union Square, New York: Monthly. Outdoor and detective type stories, 3,000 to 5,000 words, and novelettes of about 12,000 words. Wants stories that move quickly and that are free from padding and fine writing. Must be wholesome.

✓ ADVENTURE, Spring and Macdougal Sts., New York: Thrice monthly. Stories of action, told simply and clearly. Humor, tragedy and pathos, but not stories that are morbid. The sex question and the supernatural are barred. Does not want psychological or "problem stories." Desires especially stories of adventures in business or finance. Uses serials and complete novels from 35,000 words up. Fiction of any length up to 100,000 words. Aims to reach not only the general reader, but the cultured and intelligent reader in his lighter moments. Particularly wants stories in which the characters seem like very real people and the reader can "believe it happened." Verse.

AINSLEE'S MAGAZINE, 79 Seventh Ave., New York: Monthly. Always wants love stories. Uses good adventure fiction, but it must have considerable literary merit. Fantastic stories used if extremely well written. Uses a complete novel in each number. As a rule requires dramatic situations. Any setting is allowable, provided the principal characters are modern Americans, but there is always a demand for Western stories. Does not want tragedy. No good fiction barred on account of theme except ghost stories, but all work should have feminine interest. Verse.

✓ ALL-STORY ARGOSY, 280 Broadway, New York: Weekly. Uses all kinds of fiction, preferably stories with strong dramatic values and plenty of action. Love and adventure, of course, are supreme. The action of the stories must develop swiftly. Occasionally uses fantastic stories, but none with supernatural element that cannot be explained — unless the story is to be regarded as a purely imaginative tale. Short stories

may run from 1,000 to 10,000 words. Novelette or novel to be used in a single number, 15,000 to 50,000 words. Longer stories are used as serials. Does not care for dialect stories, and all themes are barred that offend good taste.

✓ ALL'S WELL, Fayetteville, Ark.: Monthly. A journal of rather advanced character. Uses fiction, but the editor advises us that he is not interested in happy ending stories, nor in fantastic, Wild West stuff, but holds pretty closely to a line considering studies in which men wrestle with life problems. Uses a considerable amount of good verse distinctly original in tone.

✓ AMERICAN MAGAZINE, 381 Fourth Ave., New York: Monthly. Uses short stories, serials, novels. Uses love, adventure, fantastic fiction of every locality. Any dialect will be considered, but the preference is for none. Strong plot, swift action, literary polish and artistic handling are essential. Uses both society and tragic stories. No themes are barred. Uses both illustrated and unillustrated articles, which deal with prominent people, oddities of life, science, current life, or topics of importance to readers. It welcomes suggestions for articles. For its department, "Interesting People," material to find ready acceptance should be accompanied by photograph of the subject showing him or her at work or at play — anything else in fact than the usual "head and shoulders" photo.

ART & DECORATION, 50 West 47th St., New York: Monthly. Uses a wide range of material on the Arts, Decoration, Dress, etc.

ASIA, 627 Lexington Ave., New York: Monthly. Articles (preferably illustrated) and good short fiction, pertaining to the life, arts, industries and pursuits of Asiatic countries.

✓ ATLANTIC MONTHLY, 8 Arlington St., Boston: Monthly. The variety and scope of the contents of The Atlantic preclude making any very definite statement in regard to editorial requirements. Other things being equal, The Altantic endeavors to set as high a standard of literary perfection in its contributions as possible. The Atlantic prints each month from twenty to twenty-five contributions, embracing articles on politics, science, art, and literature; sketches, short stories, and poems. The standards of the magazine are high as regards both substance and form. To be acceptable, an article must be authoritative in matter, and of distinction in manner. The editors call especial attention to the Contributors' Club as a department particularly hospitable to young writers. For this department, brief and pointed papers of reflection, whimsicality, or social satire will be welcomed.

BALTIMORE AND OHIO MAGAZINE, Baltimore, Md.: Monthly. Good railroad stories (fiction) and efficiency articles.

BLACK CAT, Highland Falls, New York: Monthly. Very short stories only.

BLACK MASK, 25 W. 45th St., New York: Monthly. Uses short stories of any length, and novelettes up to 20,000 words. Serials 75,000 to 80,000 words. No "horror" stories, or ghost stories. Detective and mystery stories preferred. Stories of love, romance and mystery also used.

✓ **BLUE BOOK**, 36 So. State Street, Chicago, Ill.: Monthly. Love stories always desired, as are adventure stories with love interest; little use for the fantastic; no serials, storlettes nor anecdotes. Uses novels of from 20,000 to 30,000 words, with love and mystery elements, and an American setting. Dialect is not often used and tragedy never. Society fiction not particularly desired. Bars themes founded upon marital infidelity and liquor. Likes themes dealing with honesty, fidelity, earnestness, etc.; prefers stories of young men and women activities, but any story of interest may be available. No articles used. No verse used.

BOOKMAN, 244 Madison Avenue, New York: Monthly. The leading publication devoted wholly to the art of literature. Uses special articles dealing with literature, literary topics, and with writers. Miscellany dealing with books, and literary gossip. Occasionally short fiction of original character and high quality. Verse.

BREEZY STORIES, 377 Fourth Ave., New York: Monthly. Novelettes, 15,000 to 20,000 words; short stories, 1,500 to 6,000 words; playlets, unconventional, "gingery," but free from offense; poetry, short, "gingery" stuff; epigrams, anecdotes, jokes, humorous verse. Does not use serials, translations, essays, articles.

✓ **BRIEF STORIES**, 805 Drexel Bldg., Philadelphia, Pa.: Monthly. Clever short stories, from 1,000 to 2,500 words. Aims to encourage and develop the writing of brief stories. Bizarre, humorous, tragic, sex, all are considered.

BUSINESS ADMINISTRATION, 20 Vesey Street, New York: Monthly. High class business magazine

concerned with business from the scientific and economic viewpoints as well as from the efficiency end. Uses only material of the first literary excellence and this is almost entirely arranged for by the editors with men who have accomplished much in their particular line.

✓ **CENTURY MAGAZINE**, 353 Fourth Avenue, New York: Monthly. Uses serials and short stories of the highest literary excellence. Its humorous department "In Lighter Vein," offers a market for skits, sketches, monologues, jokes, verse, etc. Uses the best articles on science, education and current events. Uses a wide range of the best poetry produced. About one-half the magazine is devoted to fiction.

✓ **CHRISTIAN HERALD**, Bible House, New York: Weekly. While a religious publication, literary matter covering a broad field is used. Good short stories up to 5,000 words, a serial, and articles dealing with vital and popular topics of the day, social, political and religious. Verse.

✓ **CLUBFELLOW AND WASHINGTON MIRROR**, 1 Madison Ave., New York: Weekly. Uses short stories, sophisticated and up-to-date, up to 2,000 words, and clever, short verse, jokes, and miscellany.

COLLIER'S WEEKLY, 416 W. 13th St., New York: Weekly. Uses short stories, and a serial. The very best fiction procurable. Articles: widest possible range, with preference for the illustrated. Treats of news stories, exploration, sport, world's progress, etc. Verse: uses little verse, and that usually of a light, humorous, satirical nature. Purchases photographs of current events of national interest, anecdotes, jokes and humorous verses.

COSMOPOLITAN MAGAZINE, 119 West 40th St., New York: Monthly. Prefers fiction which is ultra-modern in every respect. Theme, plot, characters and style should all be of the very latest cut, mold and development. Articles are usually arranged for, as are serials. Verse.

COUNTRY LIFE IN AMERICA, Garden City, L. I., N. Y.: Monthly. Articles of the best literary quality on outdoor life, nature, sport, country building. Also decorating, gardens and grounds, unusual homes. Photographs.

DEARBORN INDEPENDENT, Dearborn, Mich.: Weekly. Articles on national and international politics and industrial conditions. Short stories, and articles for women.

DELINEATOR, Spring and Macdougal Sts., New York: Monthly. Uses short stories with well developed plots of direct interest to women readers, a serial, usually a novel by a well-known writer, an occasional illustrated personality article, timely articles on all phases of the household, domestic economy and woman's most varied interests, and poems. Has a department "The Joke-smithy" in which new and old jokes are used. There are various departments through which prizes are offered. Verse.

DESIGNER, 12 Vandam St., New York: Monthly. Uses love stories of from 2,000 to 3,000 words. Does not care for adventure or fantastic fiction, nor for stori-ettes nor anecdotes. Uses serials dealing with love and society. Does not often use dialect. The theme especially desired is love. Uses both illustrated and unillustrated articles along domestic fashion and similar lines.

Has no use for anything except that which is of practical interest to women. Articles must be helpful. Uses both light and serious verse.

✓ DETECTIVE STORY MAGAZINE, 79 7th Ave., New York: Weekly. Fiction. Complete novel in each number, 20,000 to 40,000 words; serials, installments of three in each issue; short stories; crime, mystery or detective themes, not sordid, and preferably with some woman interest. In addition, well written paragraphs are used to fill page ends. These may concern any interesting facts regarding the law and criminals, prisons, crime detection, the courts, etc.

DIAL, 152 W. 13th St., New York: Monthly. Uses material of "advanced" type — short stories, essays, criticisms, poems, drawings and photographs.

✓ DOUBLE DEALER, 204 Barrone St., New Orleans, Louisiana: Monthly. A new magazine of sophistication. Will use short stories and articles on new and old themes, from 1,000 to 4,000 words in length; also verse not more than page in length. Treatment may be unconventional or otherwise.

ETUDE, 1712 Chestnut Street, Philadelphia, Pa.: Monthly. An educational musical magazine using practical articles, not only for students and teachers of music, but for all musicians and music lovers.

✓ EVERYBODY'S MAGAZINE, Spring and Macdougal Sts., New York: Monthly. Now an all-fiction magazine. Uses short stories up to 15,000 words; novelettes up to 30,000 words; novels 50,000 to 100,000 words. Desires strong, virile action, mystery, love and adventure stories. Verse.

FACTORY, 660 Cass St., Chicago: Semi-monthly. This publication is devoted entirely to questions of factory management, including financial conservation. All the questions of manufacturing, maintenance, labor, cost accounting, in fact all the practical problems that confront factory managers, are freely and authoritatively discussed. Articles are desired from those having specific knowledge of the topics upon which they write.

FOLKS AND FACTS, 717 Madison Ave., New York: Monthly. Stories not over 4,500 words, with a setting likely to appeal to the traveler and cosmopolite; that is, short fiction portraying the world of fashion, travel, life at the great hotels and on liners, in large cities here and abroad, adventure, etc.

FOLLIES, 25 W. 45th St., New York: Monthly. Uses short stories, 2,000 to 6,000 words, novelettes of about 15,000 words. Wants stories of the "smart set," theatrical stories, and stories with sex interest. Fillers, epigrams and humorous. Verse.

FORBES MAGAZINE, 299 Broadway, New York: Fortnightly. Business and finance. Manuscript requirements: Articles of 1,000 to 3,000 words on business, finance and industrial relations, which should be based on actual facts, giving the romance of business, but in all cases on a basis of truth; also articles dealing with new and working solutions of the relations between employer and employee. Character sketches of prominent men in the business world. Does not use fiction, verse, epigrams, jokes nor anecdotes. Photographs should accompany articles, when possible.

FORUM, 118 E. 28th St., New York: Monthly. Devoted mainly to articles concerning the present conditions in politics and the business and social world. Also deals with literary and religious topics. Verse.

FREEMAN, 116 West 13th St., New York: Weekly. A journal of critical discussion. Uses contributed articles and book reviews.

GARDEN MAGAZINE, Garden City, L. I., N. Y.: Monthly. Uses articles on gardening, the successful handling of plants under unusual conditions, house building, furnishing and nature study. Material offered should not exceed 2,000 words in length.

GOOD HOUSEKEEPING, 119 W. 40th St., New York: Monthly. A woman's and domestic magazine of the higher class. Uses fiction (short stories and a serial) of special interest to women, and practical and helpful articles that apply to the various departments of household life. Verse.

HARPER'S BAZAR, 119 West 40th Street, New York: Monthly. The Bazar is a woman's magazine and the material must be of strictly feminine interest. General articles of no special interest are not desired. Fiction must have a strongly feminine note in it — to turn upon the special interests of woman, or to develop some point that has an especial appeal for women. Prefers optimistic material to anything that is gloomy or depressing. Verse.

HARPER'S MAGAZINE, Franklin Square, New York: Monthly. Uses serial and short stories of the highest literary excellence. Desires particularly to secure the work of new writers. Uses articles covering a wide

range of subjects, including travel, discovery, adventure, literature, art, science, language, economics, industry, education, etc. Does not use the muckrake or timely article. The humorous department, "The Editor's Drawer," offers a good market for sketches, monologues, jokes, etc. Wide range of the best poetry is used.

HEARST'S MAGAZINE, 119 W. 40th St., New York: Monthly. "Practically all of the non-fiction feature material which appears in Hearst's Magazine is specially prepared at request. Needs in regard to non-fiction are highly specialized, and seldom purchases a submitted non-fiction manuscript. Seldom publishes poems. Uses about a dozen (supposedly) original anecdotes and jokes in fun department in the back of the magazine each month. Prints installments of two serials and at least four short stories each month. The work of the best writers in every field is welcomed in the office and carefully considered.

✓ HOLLAND'S MAGAZINE, Dallas, Texas: Monthly. Uses stories of love, adventure and fantasy up to 5,000 words. Does not use novels, but is in the market for serials of from 15,000 to 50,000 words, preferably from 20,000 to 25,000. Snappy storilettes are used, and humorous anecdotes of prominent people are always welcome. There is no preference as to locality. Negro dialect is rarely purchased, but other dialects are used occasionally. Tragedy is available if well handled, but society fiction is not used. For serials, strong plot and swift action are preferred; for short stories, artistic handling. The themes that are barred are the religious, the political, the risque, and trite plots (poor-widow-with-a-mortgage, girl-with-sprained-ankle, etc.) The themes

especially desired are realistic stories of everyday life and humorous tales of from 1,000 to 2,500 words. Illustrated articles dealing with outing, industrial and vital problems are especially wanted. Household articles are desired. Travel matter is available if well illustrated and dealing with real life of foreign peoples; mere description is not wanted. Light verse is available, if short; serious, if not over forty lines; humorous, if short and pointed.

HOUSE BEAUTIFUL, Arlington St., Boston, Mass.: Monthly. Uses articles dealing with all practical topics which come up for the consideration of the house builder or owner, including architecture, landscape gardening, decorating, furnishing, lighting, etc.

ILLUSTRATED WORLD, Drexel Ave., and 58th St., Chicago, Ill.: Monthly. Uses articles in keeping with its title in the broadest sense. These may cover any fact of interest anywhere in the world: science, mechanics, exploration, development, invention or curiosities. Good illustrations should accompany material when possible.

INDEPENDENT AND WEEKLY REVIEW, 140 Nassau St., New York: Weekly. Uses short autobiographical sketches, articles on timely topics, prominent people, interesting places, not to exceed 2,000 words. Verse.

JUDGE, 627 W. 43rd St., New York: Weekly. Humorous journal, using the general run of brief humor, occasionally a very short story, humorous drawings, epigrams, anecdotes, brief dialogue, verse.

LADIES' HOME JOURNAL, Philadelphia, Pa.: Monthly. The range of material desired for The Ladies' Home Journal is best found out by looking over the last three or four issues. Short stories and serials, special articles and articles by experts on topics of wide or unusual interest are always in demand. There are also departments in which jokes, anecdotes, and practical information of all kinds are used. The short stories should have a woman interest and may range in length from 2,000 to 7,000 words; good short love stories are always wanted. Special articles should be clear, concise, and simple in style. The length of special articles may be 2,500 to 3,000 or 4,500 words, according to circumstances. Verse.

✓ LESLIE'S WEEKLY, 627 W. 43rd St., New York: Weekly. Uses short stories of 3,000 words or less, an adventure theme. No novels, serials nor storilettes. Anecdotes are rarely accepted. No partiality as to setting; no bar against dialect, but straight English is preferred. Society fiction not particularly wanted, but it all depends. Wants stories that are pleasing rather than harrowing, with plenty of plot and action. Bars the gruesome, risque, vulgar, unwholesome. Articles are limited to 2,500 words, must be timely, novel, full of human interest. Themes barred are muck-racking stuff, ordinary historic articles, prosy essays, and religious dissertations. The demands include clearness, accuracy, temperate statements and fairness. Verse is wanted, and every type except religious is used. Purchases news photographs and occasionally prints of odd or unique views.

LIFE, 598 Madison Ave., New York: Weekly. Primarily a journal of humor, using anecdotes, jokes, verse,

epigrams, and cartoons and humorous drawings. Very short stories of breezy and unconventional type. Verse.

LITERARY DIGEST, 17 West 31st St., New York: Weekly. Uses no original manuscripts, but occasionally orders a book review. Purchases attractive news photographs with a little descriptive text.

✓ LIVE STORIES, 35 W. 39th St., New York: A fiction magazine, for entertainment merely. Manuscript requirements: Novelettes, from 15,000 to 20,000 words; an occasional serial, slightly longer — possibly even 40,000 words if very striking; short stories of any length; one-act plays; poems, sketches, epigrams. Material should have a strong sex interest, but this is not insisted upon if it is of a very striking and unusual kind. Unhappy endings are not barred in short stories. It wants humorous tales, horror stories, occult stories — any kind if good enough.

✓ LOVE STORY MAGAZINE, 79 Seventh Ave., New York: Monthly. Stories and novelettes based on the good old-fashioned theme of love. Any story using this as a principal *motif*, if worked out with feeling, action, and good portrayal of character, will receive consideration. Any length, up to 5,000 words. Novelettes, serials, one-act plays.

McCALL'S MAGAZINE, 236 W. 37th St., New York: Monthly. Uses short stories of 3,500 to 4,000 words each of special interest to women, illustrated articles, and a miscellany of household material. An illustrated children's short story is used occasionally. A feature is made of brief practical household articles. In a department "Our Housekeeping Exchange" uses very brief "discovery" items. Uses a serial, with the feminine interest emphasized. Verse.

✓ McCLURE'S MAGAZINE, 25 W. 44th St., New York: Monthly. Uses serials, short stories. Likes humor, business, adventure and love stories, demands the strong, virile, literary, optimistic. All kinds of articles of the highest literary excellence are used, with a fondness for reminiscences, timely political articles, popular science, etc. A very little of the very best verse.

✓ METROPOLITAN MAGAZINE, 432 4th Ave., New York: Monthly. Uses short stories, poems, a serial (usually arranged for), timely articles, general interest articles and sketches of unusual personalities, purchases photographs of well-known people. Short stories should have American setting.

✓ MUNSEY'S MAGAZINE, 280 Broadway, New York: Monthly. All sorts of fiction so long as it has human interest and is otherwise available. Storlettes are in especial demand. They must not be over 2,000 words, preferably not over 1,500. Stories in dialect are not desired, nor are general stories containing much dialect. It is desired that most of the fiction end happily, but this is not a sweeping rule. Both plot and swift action, and literary polish and artistic handling are desirable, the former pair proving the more important and rarer. The only themes barred are those that would give justifiable ground of offense to readers, such as sectarian religion, partisan politics, etc. Verse.

✓ MYSTERY MAGAZINE, 168 W. 23rd. St., New York: Semi-monthly. First class feature stories of 30,000 words, to be either social dramas, or detective stories, and to contain a deep element of mystery with a simple explanation; short stories of 3,000 to 5,000 words

each, of the same types. Uses translations, essays, special articles, plays, epigrams, jokes, humorous verse, anecdotes, etc.

NATION, 20 Vesey St., New York: Weekly. A literary and political review; uses articles and essays, well considered and well written, on important political, literary and social topics.

NATIONAL GEOGRAPHIC MAGAZINE, Washington, D. C.: Monthly. Purchases authentic and interesting articles and unique photographs of curious and characteristic corners of the earth, particularly those off the beaten track, and always interested in photographs themselves, but of course, no decision can be made until the articles have been seen.

NATIONAL MAGAZINE, 952 Dorchester Avenue, Boston, Mass.: Monthly. Requires mainly stories with photographs, and anecdotal articles about prominent people, 500 to 1,500 words. General miscellaneous and commercial articles.

NATIONAL PICTORIAL MONTHLY, 119 W. 40th St., New York: Monthly. Uses personal articles with photographs showing how individuals have made a success in life by using their brains. Also stories having a similar *motif*. Articles upon the cultivation and use of the mind. Paragraphs and sketches. Humorous verse.

NEW REPUBLIC, 421 W. 21st. St., New York: Weekly. Articles, nor more than 1,500 or 2,000 words, on current social, political and economic topics. Uses an occasional short story — for its ideas rather than its literary value. Some verse of an especially distinctive character.

NORTH AMERICAN REVIEW, 171 Madison Ave., New York: Monthly. Uses articles on timely topics, of the highest class only, upon morals, politics, science, literature, religion, business, finance, industrial economy, social and municipal affairs, etc. The writers are usually selected by the editor because of their especial ability to treat certain subjects. Very few miscellaneous offerings are accepted.

OPEN ROAD, 248 Boylston St., Boston: Monthly. A magazine devoted mainly to the interests of young men, particularly young business men. Uses articles on athletics, sport, success in different walks of life, and stories that have action, incident, and that are helpful in theme and *motif*; not stories with a moral but those that teach without preaching.

OUTLOOK, 381 Fourth Ave., New York: Weekly. Does not use very much fiction, but will examine carefully stories submitted. Probability of a serial being accepted is small. Broadly speaking, the Outlook wants timely, carefully written articles from firsthand knowledge about important phases of current topics of real consequence. Many of the articles are arranged for in advance with special writers. Verse.

OVERLAND MONTHLY, 257 Minna St., San Francisco: Monthly. A magazine of literature and fiction, with special attention to topics of interest to the Pacific Coast.

PEARSON'S MAGAZINE, 57 Fifth Ave., New York City: Monthly. Uses short stories, novelettes, skits and anecdotes. Sex stories and those of a radical type predominate.

✓ **PEOPLE'S FAVORITE MAGAZINE**, 79 Seventh Ave., New York: "Human interest" magazine. Serials, healthy, sound, dramatic stories, particularly with a business and love interest, any length; short stories, or adventure, romance, detective yarns and business and love stories. Uses articles about business men and women who have achieved success. These may be of two kinds: 1. From 2,000 to 6,000 words, depending on the importance of the person or their philosophy; 2. Short articles of about 1,000 to 2,000 words, for "Men, Women and Ideas" Section. Uses essays in the way of short filler editorials; poetry; plays or playlets rarely used. Does not use a complete novel, translations, vers libre, epigrams, anecdotes, jokes or humorous verse.

✓ **PEOPLE'S HOME JOURNAL**, 78 Lafayette St., New York: Monthly: Manuscript requirements: Short stories, 3,500 to 5,000 words. Love, pathos, mystery, adventure, business. Constant demand for the "plot" story. No objection to a clean sex story. Novelettes, 8,500 to 10,000 words. This length story must have atmosphere, well-developed plot and tense situation. It should be divided into chapters, and constructed on the lines of the "little novel." No pathological stories or stories about people abnormal either mentally or morally, accepted.

Serials, 32,000 to 80,000 words, published each month in installments of 16,000 words. Dealing with healthy home life and always having keen, dramatic interest whether the theme be love, mystery or adventure. No objection to an occasional serial with a foreign setting. Stories wanted — both long and short, which will be read with interest by men as well as women. Stories,

timely for publication around the holidays and national anniversaries desired.

Poetry: A Journal feature. Should not be vague or obscure.

✓ **PEOPLE'S POPULAR MONTHLY**, Des Moines, Iowa: Monthly. Uses stories of adventure and mystery; also love stories. Fiction should not be more than 4,000 words. Uses articles not exceeding 1,500 words on home efficiency, vacations, food, health and odd subjects. All material should be of a wholesome nature, as the publication is designed essentially for family use.

PICTORIAL REVIEW, 216 W. 39th St., New York: Monthly. "Publishes fiction, serial and short stories, special articles of general nature, helpful household material, entertainment ideas, verse, music, helps for home decoration and embroidery." A department, 'The Economical Housewife,' uses practical articles on how to economize in the different lines of household activity. Articles run one thousand words in length or less. A later statement reads: 'Has broken away from the tradition that women wish to read only milk and water, weak, wish-washy fiction. Beginning now the short stories and the long stories in the Pictorial Review will be notable for vigorous action, adventure, romance, and human interest. As a starter instead of running a serial through nine or ten long weary months we will publish four complete full length novels in one year.' "

✓ **POPULAR MAGAZINE**, 79 Seventh Ave., New York: Semi-monthly. Uses high class American fiction — stories of adventure, mystery and humor — with

considerable action. These may range from 1,500 to 50,000 words in length. In each number a complete novel, novelette, stories in parts, and, for fillers, brief accounts of novelties, and jokes, which latter preferably should concern prominent people. Verse.

POPULAR SCIENCE, 225 W. 39th St., New York: Monthly. As its name implies, devoted to articles which tend to place before the general reader in a popular and entertaining manner facts connected with the sciences, arts, industries and inventions.

PHYSICAL CULTURE, 119 W. 40th St., New York: Monthly. May offer an occasional market for health articles and fiction with a similar angle, but writers do well to consult the editor before submitting MSS. The magazine's scope is revealed by the motto: "Entertains, Instructs and Helps to Perfect Health."

RED BOOK MAGAZINE, 36 South State Street, Chicago: Monthly. Serials and short stories of the highest type. As a rule stories of a dramatic character, not too subjective in theme, are preferred. Stories must have entertaining situations, with much human interest. Love stories, or business, the outdoors, city and country life contrasted, are preferred, though any unusual story well written has a chance. Very little poetry is used. Does not publish complete novels, articles, essays, translations, *vers libre*, plays or playlets, epigrams, anecdotes, jokes or humorous verse.

REVIEW OF REVIEWS, 30 Irving Place, New York: Monthly. Uses no fiction and no poems. Uses special timely articles of from 2,000 to 5,000 words of an informational character, in the fields of politics, science, literature, religion, business, finance, industrial economy,

agriculture, art, etc., and character sketches of prominent people illustrated where possible and appropriate. No essays, religious or philosophic discussions, academic orations, Shakespeare-Bacon controversies, or dissertations on Cæsar, Napoleon, or other historial characters. Also uses translations and digests of important timely articles from foreign periodicals.

SATURDAY EVENING POST, Independence Square, Philadelphia: Weekly. Uses tales of business, commerce, enterprise and love, but prefers these to be of American setting and not of fantastic type. Serials should run from 20,000 to 100,000 words in length. Short stories, 5,000 to 10,000 words. Dialect is rarely used, and the salacious, indelicate and ultra-sensational are barred. Articles should be of national rather than local interest, should be concrete in statement, and, as far as practicable, of an anecdotal character. Light and humorous verse is preferred, though occasionally a serious poem of broad appeal is welcome.

SAUCY STORIES, 25 W. 45th St., New York: Monthly. Fiction. Novelettes of about 15,000 words; short stories, in lengths from 3,000 to 4,000 words preferred; epigrams, jokes, prose fillers, from 200 to 500 words. Stories should have novel plots and rapid action. Melodrama and romance are essential. The sex element is desired, but nothing unpleasantly risque. Adventure and mystery also acceptable. An American setting is preferred.

SCIENCE AND INVENTION, 233 Fulton St., New York: Monthly. Uses articles describing progress in science and inventions, electrical development and experiments, etc. Photographs or drawings for illustration. Also jokes, especially scientific jokes.

SCIENTIFIC AMERICAN, Woolworth Bldg., New York: Monthly. Aims to record accurately, simply and interestingly, the progress of the world in scientific knowledge and industrial achievement. Short articles and photographs which are in accord with this purpose are welcomed by the editors. Uses most often illustrated articles on subjects of timely interest. If the photographs are sharp, the articles short, and the facts authentic, the contribution will receive special attention.

SCRIBNER'S MAGAZINE, Fifth Ave. and 48th St., New York: Monthly. Accepts only such work as may be called, in the best sense of the term, good literature — "the live, significant and lasting in fiction and creative literature; articles that provide intelligent and entertaining discussions of things which most interest a large part of the American people; thoughtful and serious, but practical and not academic, discussions of public and social questions by writers whose opinions are real contributions to the literature of their subjects." Short stories, a serial, usually a novel by a prominent author, and poems are also desired. Buys prints of historical and geographical interest, portraits, sculptures and paintings to illustrate articles.

SEA STORIES MAGAZINE, 79 Seventh Ave., New York: Monthly. A new Street and Smith publication using tales of adventures upon the rolling seas; stories of action, of treasure, of hazards bravely met. Uses an occasional poem and filler for the department Sea Curios.

✓ SHORT STORIES, Garden City, Long Island: Monthly. Fiction. One complete novel in every issue, to run about 55,000 words; serials running from 65,000

to 85,000 words; short stories, from 3,000 to 9,000 words; all fiction should deal with adventure, mystery, humor, business, the out-of-doors, sport, etc., of a strong masculine appeal. No sex stuff; very little love interest, though we would not reject a story if it had a small amount of romance in it. Anecdotes and fillers are used at end of stories.

✓ SMART SET, 25 W. 45th St., New York: Monthly. Uses love, adventure, fantastic, tragic, society stories, but does not like dialect. Particularly desires clever jokes and epigrams. Uses every month a novelette, which may run from 25,000 to 50,000 words in length. Short stories may run from 500 words to 15,000. Prefers stories about people of refinement, education and a certain social position rather than stories of low life, but also uses other kinds — stories of love, adventure, tragedy, Western stories, New England stories — in fact, any type that appeals as real fiction. Uses one essay each month. Likes particularly essays with epigrammatic touches and written in a smart, clever style. Publishes also a one-act play each month; preferably one with good readable as well as actable qualities. Uses light, serious and humorous verse, ranging from four lines to two hundred. Has no preference as to forms, but does not care for blank verse. Smart Set is not after sensational or risque stories. It is after genuine stories, stories which reflect life truthfully.

SMITH'S MAGAZINE, 79 Seventh Ave., New York: Monthly. Uses both serial and short stories, especially love stories and those adapted to the family circle. Uses also much good verse.

SNAPPY STORIES, 35 W. 39th St., New York: Semi-monthly. Uses stories with a sex interest, treated

in a light, deft manner, or else with strong emotional appeal. Epigrams, short verse. Stories, 1,500 to 5,000 words. Novelettes, 12,000 to 15,000 words. One-act playlets.

STRENGTH, 3rd and Diamond Sts., Philadelphia: Monthly. A physical culture magazine for men. Uses articles from 1,500 to 3,000 words in length on health, exercise and sports. Does not use any fiction.

SUCCESS, 1133 Broadway, New York: Monthly. Uses articles in keeping with its title, showing successes in special or usual lines of work, and how same have been accomplished. Also stories and verse which have relation to this general subject. Photos.

SUNSET MAGAZINE — THE PACIFIC MONTHLY, San Francisco: Monthly. Material relating to the United States west of the Mississippi River, and Alaska, Mexico, the Islands of the South Seas, the Philippines, Japan and the coast line of China. Desires material which speaks the spirit of the Pacific Coast and its developments particularly. Uses very little verse. In the market for the best fiction. Does not like stories longer than 5,000 words, nor morbid, depressing or sex stories. Has a department, "The Month's Rodeo," in which it uses brief accounts of curious yet typical Western scenes, feats, occurrences, etc., usually illustrated with photographs, and humorous verses and illustrated humor. Has also a department for personality articles.

SURVEY GRAPHIC, 112 East 19th St., New York: Monthly. Experience articles covering social welfare work and practical informative articles upon hygiene, public health, civics, education, labor, etc.

SYSTEM, Cass, Huron and Erie Sts., Chicago, Ill.: Monthly. Magazine of business miscellany for business men. While one short story is used each month, which must be strictly a business story, the magazine is devoted mainly to articles which outline a method in some one line of business which leads to successful accomplishment. Articles of this sort from business men, recounting their own experiences, are especially wanted. Articles may vary in length from very brief items up to detailed statements of 5,000 or 6,000 words.

✓ TELLING TALES, 799 Broadway, New York: Monthly. Short stories and novelettes up to 18,000 words. Stories with a strong psychological twist: those dealing with problems of special interest to women; stage and society stories. One-act plays. Occasional short poems.

10-STORY BOOK, 538 So. Dearborn St., Chicago: Monthly. Fiction. Short stories only, from 1,000 to 6,000 words — frank, iconoclastic, realistic in tone — sex stories. Short playlets. Epigrams, jokes, humorous verse, etc., for fillers. Does not use novels, serials, articles, essays or translations.

THEATRE MAGAZINE, 6 East 39th St., New York: Monthly. Uses articles on the theatre, descriptive and critical articles on plays, interviews with and sketches of players and dramatists, and occasionally light verse.

✓ TOP-NOTCH, 79 7th Ave., New York: Semi-monthly. Fiction. Manuscript requirements: Serials, two and three-part stories, novelettes from 6,000 to 35,000 words each, short stories from 2,000 to 6,000 words. It

is a likely market for any good story, save sex and society stories, but it especially likes strong stories in which the outdoor or sport interest is handled in a novel way. Buys seasonal stories. Verse.

TOWN AND COUNTRY, 389 Fifth Ave., New York: Tri-monthly. Mainly a society and sports and travel journal, giving some attention to Art and the Drama, and to country and country club life.

✓ TOWN TOPICS, 2 West 45th St., New York: Weekly. A society journal using short, light fiction up to 3,000 words. Stories of society, with clever situations and surprise endings are preferred. Playlets up to 2,000 words. Epigrams, jokes, light and humorous verse. In short, any clever brevity in prose or verse.

TRAVEL, 7 West 16th St., New York: Monthly. Uses general travel articles, with illustrations, describing out-of-the-way places, unfamiliar native life, engineering and other development projects in foreign lands, etc. Single number articles should not run over four thousand words.

TRUE-STORY MAGAZINE, 119 W. 40th St., New York: Monthly. Fiction. The editor writes: "We believe that 'truth is stranger than fiction.' That life stories founded on fact and written from heartfelt experience of those who have suffered and enjoyed, failed and succeeded, will be of deep and profound interest to the reading public. We want life experiences. We want to serve life as it is — red-hot from the pen of those who have felt its sorrows and its joys. The story can be long or short. It must be a description of an actual

experience that is more interesting than a novel, stranger than the weirdest fiction. You can take any part of your life, a day, a year, or many years. The length of time is of small moment. But it must be interesting. It must be 'alive,' seething with the active human element. You can write us a story of how you won your wife or how you won your husband. It can be a love story or a story of adventure, or a story of business or social success or failure. Our one requirement is that it must ring with truth and hold the reader fascinated from beginning to end. True-Story Magazine will not be confined to stories true in the narrowest sense, but it will feature short stories, novelettes and serials based upon incidents in life that the author can substantiate."

UNION PACIFIC MAGAZINE, 323 Union Pacific Bldg., Omaha, Nebr.: Monthly. This follows largely the lines of other railroad magazines using articles and short fiction of special application to railroad conditions and of interest to railroad workers. Preferably material dealing with the West, and especially with the railroad which sponsors the magazine.

VANITY FAIR, 19 W. 44th St., New York: Monthly. Designed to mirror — as cheerfully and entertainingly as possible, the progress of American life, especially in New York. Devoted to the arts, pleasures and frivolities; the theatre, painting, humor, literature, music and the opera, architecture, photography, sculpture, sport, motors, cartoons, dogs and fashions. Will interest people who keep up with the progress of modes of recreation and entertainment.

VOGUE, 19 W. 44th St., New York: Semi-monthly. The articles especially needed for *Vogue* are those on

travel in unusual places or fashionable resorts, on the pastimes of society and articles on fashions. Must deal with the life of the people to whom *Vogue* appeals. Desires brief, ahead-of-the-times-fiction, travel, recreation, entertainment, and sport articles, pertinent poems, and timely material to appeal to readers who follow the will of the wisp of the latest fad in dress, books, entertainment, travel, the theatre, etc. Aims to use in all departments material that is light and amusing. Verse.

WAYSIDE TALES, 6 No. Michigan Ave., Chicago, Ill.: Monthly. Uses a serial, a complete novelette, short stories, humor, jokes and cartoons. Stories may cover a wide range of subjects, but must be bright and well told.

✓ WESTERN STORY MAGAZINE, 79 7th Ave., New York: It is a direct descendant of *Buffalo Bill Weekly*. Semi-monthly. Fiction. Novels, serials, about 50,000 words; short stories about 3,000 words; rapidly moving stories of the west and the Canadian northwest. Does not use stories that have for their theme religious, political or economic controversies. Also uses short poems of the west. Does not use articles, essays, plays or playlets, translations, *vers libre*, epigrams, anecdotes, jokes or humorous verse.

WIDE WORLD MAGAZINE, New York: Monthly. American representative, Francis Arthur Jones. Uses no fiction. Deals with facts only, and special articles on customs and manners in all parts of the world, stories of real adventures, extraordinary experience, and accounts of humorous experiences are always welcome. Photographs and brief descriptions of queer happenings in all parts of the world for their Odds and Ends department

are considered. All manuscripts and photographs are decided upon by the editor in London, England. Contributors would do well to write to Mr. Jones before sending their contributions abroad, informing him of the nature of their manuscripts, address 83 Duane Street.

WOMAN BEAUTIFUL, 119 West 40th St., New York: Monthly. A new publication put out by The Physical Culture Corporation. Intended as a guide for women in regard to health, strength, beauty and personality.

WOMAN'S HOME COMPANION, New York: Monthly. Uses serials, short stories and juvenile fiction and verse. Articles on women, home, etc., are desired. Also deals with art, music, fashions, the house. Has many departments which are open to the occasional contributor. Uses occasional verse of all types adapted to the general style of the magazine. Has a department "The Postscript," in which verse, jokes, anecdotes, epigrams, sketches, etc., are used.

WORLD TRAVELLER, 16 West 45th St., New York: Monthly. Uses travel stories preferably of the Continent and South America. Also short articles on general literature, art, and current events.

WORLD'S WORK, Garden City, L. I., New York: Monthly. A magazine dealing with world events at home and abroad, such as industry, agriculture, transportation, personal articles, etc. Good illustrations desired.

YALE REVIEW, Yale Station, New Haven, Conn.: Quarterly (October, January, April, July), publishes articles covering the fields of politics, public questions,

education, literature, art, history, and science. It also has a department of poetry, taking usually a group of poems by a single writer. It contains no fiction. All contributions must be of high literary quality.

YOUNG'S MAGAZINE, 377 4th Ave., New York: Monthly. Short stories, 3,000 to 5,000 words. Novellettes up to 40,000 words and snappy anecdotes, dialogue, etc., as fillers. Stories with a strong sex interest are liked, if handled properly. Verse. Playlets.

YOUTH'S COMPANION, 881 Commonwealth Ave., Boston, Mass.: Weekly. A juvenile publication of the highest type, using matter of interest to boys and girls, youths, and the entire household. Short stories from 400 to 4,500 words, and articles of adventure, incident, or concerning uncommon or everyday aspects of life. Serials should run not more than ten chapters of not more than 3,500 words each. For the Boys' Page and Girls' Page and Family Page short articles of a practical nature. Verse.

Publishing Houses Which Issue Groups of Magazines

Where the publications are of a single class, as fiction magazines, it is usually the case with the concerns named below, that a story submitted for one magazine will be read with a view to its adaptability to any of the group; but when the magazines are of a wholly different class, as for instance Short Stories, and Country Life, published by the Doubleday Page Co., a manuscript should be addressed to the individual magazine for which it is intended.

✓ BUTTERICK PUBLISHING COMPANY, Spring and McDougal Sts., New York: Publishers of the Delineator, the Designer, Adventure, Everybody's.

CONSOLIDATED MAGAZINE CORPORATION, 36 So. State St., Chicago, Ill.: Publishers of The Red Book Magazine, The Blue Book Magazine.

CROWELL PUBLISHING CO., 381 Fourth Ave., New York: Publishers of Woman's Home Companion, The American Magazine, Collier's Weekly, Farm and Fireside.

CURTIS PUBLISHING CO., Philadelphia, Pa.: Publishers of The Ladies' Home Journal, The Saturday Evening Post, The Country Gentleman.

✓ DOUBLEDAY, PAGE AND CO., Garden City, L. I., New York: Publishers of World's Work, Country Life, Garden Magazine, Short Stories.

INTERNATIONAL MAGAZINE COMPANY, 119 West 40th St., New York: Publishers of Hearst's Magazine, Cosmopolitan, Harper's Bazaar, Good Housekeeping, Motor, Motor Boating.

MOTION PICTURE PUBLISHING COMPANY, 175 Duffield St., Brooklyn, N. Y.: Publishers of Motion Picture Magazine, Motion Picture Classic, Shadowland, Beauty.

✓ MUNSEY CO., FRANK A., 280 Broadway, New York: Publishers of All-Story Argosy, Munsey's Magazine.

NEW FICTION PUBLISHING COMPANY, 35 W. 39th St., New York: Publishers of Snappy Stories, Live Stories.

PHYSICAL CULTURE PUBLISHING CO., 119 W. 40th St., New York: Publishers of Physical Culture, Woman Beautiful, National Pictorial Monthly.

✓ READERS' PUBLISHING CORPORATION, 799 Broadway, New York: Publishers of Ace High, Telling Tales.

✓ STREET AND SMITH, 79 Seventh Ave., New York. Publishers of Ainslee's, Detective Story Magazine, People's Favorite Magazine, Popular Magazine, Picture Play, Top Notch, Western Story Magazine, Love Story Magazine, Sea Stories.

VOGUE PUBLISHING CO., 19 West 44th St., New York: Publishers of *Vogue*, *Vanity Fair*, *House and Garden*.

WARNER COMPANY, 25 West 45th St., New York: Publishers of *Follies*, *Smart Set*, *Saucy Stories*, *Black Mask*, *Field and Stream*.

YOUNG PUBLISHING COMPANY, 112 East 19th St., New York: Publishers of *Young's Magazine*, *Breezy Stories*.

Women's and Household Publications

There are not many classes of publications which afford the writer so wide an opportunity as do the Women's and Household magazines. These use the greatest variety of material, including serial stories and short stories of all lengths, articles of general interest, articles of special interest to women, articles of general information, descriptive and personal articles, and those devoted to fashion and dress. Many of them have departments in which they feature special lines of work. Many have juvenile departments, in which they use stories, and material of general interest and value to younger readers. Many of them pay very well indeed for acceptable work, while others, having a limited circulation or confined to a somewhat limited field, pay only moderately.

It is probably more easy to secure a definite connection with household journals than with almost any other class. If a writer furnished good, attractive material, such an one is very apt to be kept in mind by the editor so that other offerings will receive favorable consideration. The material published in one journal of this class will attract the attention of other editors, and thus a writer who shows ability to do the work needed in this field is able to broaden his scope and connection more easily than elsewhere.

AMERICAN COOKERY, 221 Columbus Ave., Boston,
Mass.: Monthly. Uses an occasional story and practi-

cal articles on cooking and other domestic topics. Brief contributions desired for the department of "Home Ideas and Economics." Verse.

AMERICAN FOOD JOURNAL, 15 S. Market St., Chicago, Ill.: Monthly. Does not ordinarily accept manuscripts for which payment must be made, but will use articles upon food topics, if not made up largely of cooking recipes.

AMERICAN WOMAN, Augusta, Maine: Monthly. Uses an occasional short story, and arranges for a serial story. Short articles, household miscellany, and articles of special interest to women.

BEAUTY, 175 Duffield St., Brooklyn, New York: Monthly. A magazine which will aim to be of practical service to women in enhancing their personal attractions. Will use personality articles dealing with actresses and prominent society women; health articles and short stories, verse and humor within its special field.

BON TON, West 42nd St., New York: Monthly. Uses personality articles and miscellaneous material pertaining to styles and other matters of interest to women.

✓ COMFORT, Augusta, Me.; Monthly. This is a mail order publication of the better class using material of a varied character and of good quality. Uses short stories up to 5,000 words, and sometimes longer stories that are published in two or three parts; some general articles and household miscellany, and juvenile material.

DAUGHTERS OF AMERICAN REVOLUTION MAGAZINE, Memorial Continental Hall, Washington, D. C.: Monthly. Historical and patriotic articles, with photographs, 3,000 to 6,000 words. Verse.

✓ DELINEATOR, Spring and Macdougal Sts., New York: Monthly. Uses short stories with well developed plots of direct interest to women readers, a serial, usually a novel by a well-known writer, an occasional illustrated personality article, timely articles on all phases of the household, domestic economy and woman's most varied interests, and poems. Has a department "The Joke-smithy" in which new and old jokes are used. There are various departments through which prizes are offered. Verse.

✓ DESIGNER, 12 Vandam St., New York: Monthly. Uses love stories of from 2,000 to 3,000 words. Does not care for adventure or fantastic fiction, nor for stori-ettes nor anecdotes. Uses serials dealing with love and society. Does not often use dialect. The theme especially desired is love. Uses both illustrated and unillust-rated articles along domestic fashion and similar lines. Has no use for anything except that which is of practical interest to women. Articles must be helpful. Uses both light and serious verse.

✓ EVERYDAY LIFE, 337 W. Madison St., Chicago, Ill.: Monthly. Uses love stories, 2,000 to 2,500 words, and clean stories upon other subjects, suitable for the family circle.

FAMILY STORY PAPER, Munro Publishing Co., 338 Pearl St., New York: Weekly. A mail order publication using short stories, a serial, and some miscellany. Has been changed to magazine form.

FARM AND HOME, Springfield, Mass.: Monthly. A magazine for the farm and the household. Uses good fiction, from short stories of 2,000 words up to novelettes from 15,000 to 20,000 words; articles of general interest and illustrated feature articles on agricultural topics. Labor saving hints for the farm and the home, items regarding rural hygiene, short talks to mothers, and juvenile material and verse.

FARMER'S WIFE, 57 East 10th St., St. Paul, Minn.: Monthly. General household miscellany, short fiction, either adult or having child interest, a short serial, material of interest to women. Verse.

✓ FASHIONABLE DRESS, 242 4th Ave., New York: Monthly. Good short stories, preferably love stories, 3,000 to 7,000 words. Articles of interest to women, and pertaining to dress, 1,000 to 1,200 words. Photographs used for illustrating same.

✓ FEMININE REVIEW, 508 South Dearborn St., Chicago, Ill.: This is a new household publication which uses short fiction pertaining to domestic life, mystery, adventure and love.

FORECAST, 6 East 39th St., New York: Uses illustrated articles on food, child training and the home-maker's problems.

✓ GENTLEWOMAN, 615 W. 43rd St., New York: Monthly. Short stories, articles of special appeal to women, and for the household, and articles telling of the successes of women in business, the arts and professions. Verse.

GOOD HOUSEKEEPING, 119 W. 40th St., New York: Monthly. A woman's and domestic magazine of the higher class. Uses fiction (short stories and a serial) of special interest to women, and practical and helpful articles that apply to the various departments of household life. Verse.

GRIT, Williamsport, Pa.: Weekly. Uses short fiction up to 3,000 words, and serials. The fiction should be that of popular appeal and adapted to the ordinary household. Uses special articles covering a wide range of human interest topics, not exceeding 2,500 words.

HARPER'S BAZAR, 119 West 40th Street, New York: Monthly. The Bazar is a woman's magazine and the material must be of strictly feminine interest. General articles of no special interest are not desired. Fiction must have a strongly feminine note in it — to turn upon the special interests of woman, or to develop some point that has an especial appeal for women. Prefers optimistic material to anything that is gloomy or depressing. Verse.

HEALTHY HOME, Athol, Mass.: Monthly. Scope limited strictly to hygiene, sanitation and the well-being of the home. No long articles are accepted. Short stories of from one hundred to three hundred words are wanted. We do not solicit general contributions, but are glad to read everything submitted and arrange about the price in accordance with our desire for the article.

HOME FRIEND MAGAZINE, 1411 Wyandotte St., Kansas City, Mo.: Monthly. Uses general household miscellany, short stories, a serial, articles for special

occasions, has a department for fancywork; culinary department; a page using articles with illustrations under the heading "Trapping for Profit," telling how to trap fur-bearing animals, and how to preserve the skins. Verse.

HOME OCCUPATIONS, Des Moines, Ia.: Monthly. Uses brief articles telling how people make money at home. Must be concise and practical.

HOUSE BEAUTIFUL, 9 Arlington St., Boston, Mass.: Monthly. Uses practical articles on all matters pertaining to building and furnishing the home, decorating, planning grounds and garden, etc., 1,000 to 1,500 words, with good photographs.

HOUSEHOLD, Topeka, Kan: Monthly. Does not buy many outside contributions, as most of its material is prepared by its own staff. Occasionally will use brief, domestic, household, or culinary articles.

✓ HOUSEHOLD GUEST, 141 W. Ohio St., Chicago, Ill.: Monthly. Uses short stories and novelettes, special articles — mainly of interest to women and the household — fashion and culinary articles, and has a juvenile department.

HOUSEHOLD JOURNAL, Batavia, Ill.: Monthly. Short stories and miscellaneous articles for women, the home, the farm.

LADIES' HOME JOURNAL, Philadelphia, Pa.: Monthly. The range of material desired for The Ladies' Home Journal is best found out by looking over the last

three or four issues. Short stories and serials, special articles and articles by experts on topics of wide or unusual interest are always in demand. There are also departments in which jokes, anecdotes, and practical information of all kinds are used. The short stories should have a woman interest and may range in length from 2,000 to 7,000 words; good short love stories are always wanted. Special articles should be clear, concise, and simple in style. The length of special articles may be 2,500 to 3,000 or 4,500 words, according to circumstances. Verse.

L'ART D'LA MODE, 8 West 39th St., New York: Monthly. Will consider articles, with or without illustrations, 1,000 to 2,000 words, on subjects allied to fashions and of interest to average American woman.

McCALL'S MAGAZINE, 236 W. 37th St., New York: Monthly. Uses short stories of 3,500 to 4,000 words each of special interest to women, illustrated articles, and a miscellany of household material. An illustrated children's short story is used occasionally. A feature is made of brief practical household articles. In a department "Our Housekeeping Exchange" uses very brief "discovery" items. Uses a serial, with the feminine interest emphasized. Verse.

MODERN PRISCILLA, 85 Broad St., Boston, Mass.: Monthly. Devoted primarily to fancy work and sewing. It has a section devoted to housekeeping affairs. Articles of practical, wholesome nature are desired. Buys prints which reproduce original patterns in different kinds of fancy needlework, and photographs illustrating household articles.

MOTHER'S MAGAZINE, 180 No. Wabash Ave., Chicago, Ill.: Monthly. Short stories and a serial; general household and domestic miscellany, and articles of special interest and value to mothers. Articles with good photographs for illustration.

NEEDLECRAFT, Augusta, Me.: Monthly. Desires contributors to consult the editor before sending manuscripts. It has a department "What Other Needle Workers Have Found Out," in which it prints descriptions of plain sewing, embroidery and lace making.

✓ NEW ENGLAND HOMESTEAD, Springfield, Mass.: Weekly. Uses serial and short stories; all fiction must be of a wholesome character, preferably good love stories with plenty of action; uses practical household articles and general articles of interest to women and connected with the home life. Verse.

✓ PICTORIAL REVIEW, 216 W. 39th St., New York: Monthly. "Publishes fiction, serial and short stories, special articles of general nature, helpful household material, entertainment ideas, verse, music, helps for home decoration and embroidery." A department, 'The Economical Housewife,' uses practical articles on how to economize in the different lines of household activity. Articles run one thousand words in length or less. A later statement reads: 'Has broken away from the tradition that women wish to read only milk and water, weak, wish-washy fiction. Beginning now the short stories and the long stories in the Pictorial Review will be notable for vigorous action, adventure, romance, and human interest. As a starter instead of running a serial

through nine or ten long weary months we will publish four complete full length novels in one year.' "

RATIONAL LIVING, 61 Hamilton Place, New York: Monthly. Uses material on conservation of health, child hygiene, vegetarianism and kindred subjects.

SOCIAL PROGRESS, 205 West Monroe St., Chicago: "Our magazine is designed to cover the problems of child culture. We are primarily interested in articles dealing with the training of children, the improvement of education and community life, and the instruction of parents toward a comprehension of their responsibility which will make for an improved family life and a more perfect American childhood. However, we publish each month a story of travel or adventure, a general cultural article, boys' and girls' stories, and a special Home Economics article."

SOUTHERNER, 632 St. Peter St., New Orleans, La.: Monthly. Uses short stories and articles which will be of especial interest to dwellers in the Southern States. Verse.

TODAY'S HOUSEWIFE, Cooperstown, N. Y.: Monthly. A magazine devoted to the general interests of the home. Uses a serial, and short stories up to 3,000 words. These preferably should be stories dealing with home and domestic life, and may contain child interest. Articles of special interest to women and those recounting the especial success of women in particular fields of endeavor. Practical articles upon fancywork and culinary methods. Verse.

VANITY FAIR, 19 W. 44th St., New York: Monthly. Designed to mirror — as cheerfully and entertainingly as possible, the progress of American life, especially in New York. Devoted to the arts, pleasures and frivolities; the theatre, painting, humor, literature, music and the opera, architecture, photography, sculpture, sport, motors, cartoons, dogs and fashions. Will interest people who keep up with the progress of modes of recreation and entertainment.

VOGUE, 19 W. 44th St., New York: Semi-monthly. The articles especially needed for Vogue are those on travel in unusual places or fashionable resorts, on the pastimes of society and articles on fashions. Must deal with the life of the people to whom Vogue appeals. Desires brief, ahead-of-the-times-fiction, travel, recreation, entertainment, and sport articles, pertinent poems, and timely material to appeal to readers who follow the will of the wisp of the latest fad in dress, books, entertainment, travel, the theatre, etc. Aims to use in all departments material that is light and amusing. Verse.

WOMAN BEAUTIFUL, 119 West 40th St., New York: Monthly. A new publication put out by The Physical Culture Corporation. Intended as a guide for women in regard to health, strength, beauty and personality.

WOMAN'S HOME COMPANION, New York: Monthly. Uses serials, short stories and juvenile fiction and verse. Articles on women, home, etc., are desired. Also deals with art, music, fashions, the house. Has many departments which are open to the occasional contributor. Uses occasional verse of all types adapted

to the general style of the magazine. Has a department "The Postscript," in which verse, jokes, anecdotes, epigrams, sketches, etc., are used.

WOMAN'S REVIEW, Box 172, Syracuse, New York: Monthly. Interested in the following topics: World events, equal suffrage, civic progress, books and plays, clubs and societies, religion and education. Short stories. Verse.

WOMAN'S WEEKLY, 431 South Dearborn St., Chicago, Ill.: Needs articles not exceeding 1,800 words on civic, sociological, and educational subjects; also stories of domestic, mystery, adventure themes, not to exceed 5,000 words. Serials are considered.

WOMAN'S WORLD, Chicago: Monthly. Uses short fiction of from 2,500 to 5,000 words, verse, serials of about 30,000 words, and special articles. Also uses short stories of about 1,500 words, and verses for children. Desires good stories of American girl life.

RELIGIOUS PUBLICATIONS

The religious press as a whole affords a considerable field for the writer. In the various adult and juvenile publications of the different churches a large amount of miscellaneous material is used; not only such as directly pertains to church and religious affairs, or that is of a distinctly religious nature, but also miscellany adapted to the church, home and family.

With many publications this includes fiction, both short stories and serials. With some this fiction must be of a distinctly moral or religious nature inculcating some definite truth or lesson; with others it may be merely good, wholesome story telling. Many of the adult church publications have a juvenile department in which is used little stories for little people, articles of information told in an interesting manner, and verse for children. The majority of the publications for both young and old uses verse to some extent.

While, as we have said, there is here a considerable field for the writer, it is not always a highly profitable field. Many church journals expect gratuitous contributions, for the good of the cause; others pay upon a definite but not very liberal scale; while a few may be ranked as really profitable markets.

It is often well for a young writer to secure a connection with journals of this class, even though the money reward may not be very great. They secure often the advantage of editorial advice, comment and direction,

and have the advantage of seeing their work in print and so are enabled to get a viewpoint on their own productions which can be had in no other way.

As a rule, the junior church publications and the Sunday School papers pay better prices than the journals for adult readers. An illustration of this may be found in the David C. Cook Company, which is always, not only just but generous and helpful toward all contributors to their various publications.

ADULT'S BIBLE CLASS MONTHLY, Cincinnati, Ohio: Is devoted to the exposition of the Sunday School lessons for mature minds. Uses occasional articles (contributors do well to consult the editor before sending MSS.), and now and then a suitable poem. Can use 1,500 word short stories, in which Adult Bible Class problems are solved. Brief articles dealing with definite things done by organized adult Bible Classes, and descriptive articles of type classes with unusual illustrations, are also accepted.

AMERICAN HEBREW AND JEWISH MESSENGER, 31 East 27th St., New York: Weekly. Uses short fiction and general articles of special interest to Jewish readers; also short fillers and verse.

AMERICAN JEWISH NEWS, 38 Park Row, New York: Weekly. Uses both fiction stories and general articles, but only such as mainly are of Jewish interest.

AMERICAN MESSENGER, 101 Park Ave., New York: Monthly. Uses stories and articles up to 2,000 words, of a religious character, and verse. Also articles and verse dealing with especial holidays. Uses occasional geographical and travel articles.

ASSOCIATION MEN, 347 Madison Ave., New York: Monthly. Uses special articles on health, exercise, out door sports, and fiction up to 10,000 words which may have special value and interest for young men.

AVE MARIA, Notre Dame, Ind.: A Catholic weekly, uses verse, fiction, articles; has a juvenile department.

BAPTIST STANDARD, Dallas, Texas: Weekly. Uses especially religious articles, or those which carry a moral lesson, dealing with people or events. Also short stories of a distinctly religious type. Contribution may go from 1,500 to 3,000 words.

BENZIGER'S MAGAZINE, 36 Barclay St., New York: Monthly. Catholic. Uses short fiction, serials, and general material of interest and value to Catholic readers.

CATHOLIC EDUCATIONAL REVIEW, 1326 Quincy St., N. E., Washington, D. C. Uses strictly educational articles.

CATHOLIC NEWS, 27 Spruce St., New York: Weekly. A family paper using short stories and serials and some miscellaneous articles of especial interest to Catholic readers.

CATHOLIC TRIBUNE, Dubuque, Iowa: Semi-weekly. Catholic. Uses fiction, both short stories and serials. Special articles of particular interest to Roman Catholics, which deal with current events. Some short miscellaneous contributions and verse.

CATHOLIC WORLD, 120 West 60th St., New York: Uses short stories and serials and articles on religion, education, history, biography and art as considered from the Roman Catholic standpoint. Verse.

CHRISTIAN ADVOCATE, 150 Fifth Ave., New York: Weekly. Methodist. Uses mainly articles of a religious or moral character, especially those of interest to the Methodist church. Some fiction of a religious character.

CHRISTIAN ADVOCATE, 810 Broadway, Nashville, Tenn.: Weekly. Methodist. Uses short fiction with moral or religious trend, and religious and moral essays; has also a juvenile department.

CHRISTIAN EVANGELIST, 2712 Pine St., St. Louis, Mo.: Weekly. Uses very short stories and articles of human interest, mainly of a religious nature. Verse.

CHRISTIAN FAMILY, Techny, Ill.: Monthly. Catholic. Uses miscellaneous contributions of appeal to the Christian family and home, including short stories, illustrated articles and verse.

CHRISTIAN REGISTER, 6 Beacon St., Boston, Mass.: Weekly. Unitarian. Uses general articles of a religious character regarding movements and events of the day. Also material on current issues written from the Unitarian viewpoint. Has a department for children using short stories and verse.

CHRISTIAN SCIENCE MONITOR, Boston 117, Mass.: Daily except Sunday. In its Feature Department uses lighter vein articles up to 1,000 words, often with illustrative material, nature and feature articles up to 1,800 words, anecdotes, and nature and narrative verse.

CHRISTIAN STANDARD, 9th and Cutter Sts., Cincinnati, Ohio: Weekly. Has varied departments—Family Circle, For the Young Folks, For the Little Ones—in which it prints contributions covering a wide range of topics. It would be well however, for writers to correspond with the editor before submitting manuscripts.

CHURCHMAN, 381 Fourth Ave., New York: Weekly. Uses religious and social articles and verse.

CONGREGATIONALIST AND CHRISTIAN WORLD, 14 Beacon St., Boston: Weekly. Uses general articles up to 2,000 words upon matters of religious and home interest, or of general information.

CONTINENT, 509 South Wabash Ave., Chicago: Weekly. Uses short stories up to 2,000 words; brief travel articles with good photographs; brief articles of a moral or uplifting nature. Devoted to social and religious work.

EXTENSION MAGAZINE, 223 West Jackson Boul., Chicago: Monthly. Uses articles of a distinctly Catholic (religious) trend; also short stories written especially to interest Catholic readers.

HERALD AND PRESBYTER, 422 Elm St., Cincinnati, Ohio: Weekly. Uses articles of a religious character and those dealing with current events. Also short stories of a religious or moral nature.

HOME DEPARTMENT QUARTERLY, 1701 Chestnut St., Philadelphia, Pa.: Baptist. Uses articles not exceeding 1,000 words in length: human interest stories on the home, Bible studies, parental training.

HOME DEPARTMENT QUARTERLY, Nashville: Methodist "periodical for those who wish to pursue the Sunday School lessons, but cannot attend the regular sessions of the school. Suggestive articles for fathers and mothers about Bible study, home making and the moral and religious training of children are used."

HOME QUARTERLY, 420 Plum St., Cincinnati, Ohio: A Sunday School publication of the M. E. church. Material dealing with home life, articles and stories not exceeding fifteen hundred words, giving particularly cheerful aspects of the home, and appealing to adults as well as to the younger members of the household.

HOMELANDS, published by the Presbyterian Board of Home Missions, 156 Fifth Avenue, New York.

JEWISH FORUM, 6 Beekman St., New York: Monthly. Devoted wholly to Jewish questions of social, religious, educational and literary nature. Occasional stories and poems with Jewish setting and characters.

LAMP, Garrison, N. Y.: Monthly. (Catholic.) A family magazine. Short stories and general miscellany. Special attention to good juvenile work.

LIVING CHURCH, 484 Milwaukee St., Milwaukee, Wis.: Weekly. Articles on religion and education, and those dealing with timely, social and moral topics. Episcopal. Verse.

LOOKOUT, 9th and Cutter Sts., Cincinnati, Ohio: Weekly. Uses general articles of a religious character, and adult fiction, both short stories and serials. Material concerning Sunday School work.

MICHIGAN CHRISTIAN ADVOCATE, Detroit, Mich.: Weekly. Uses articles of a religious nature, and such as will be of especial interest to home and family. Also short stories of a moral or religious character, and a children's page.

NORTHWESTERN CHRISTIAN ADVOCATE, Methodist Book Concern, Publishers, Chicago: Weekly. Uses religious and general articles of especial interest to the church, and short stories of religious or moral character.

PRESBYTERIAN, Witherspoon Bldg., Philadelphia: Weekly. Uses stories for adults, up to 2,500 words, and short serials. Also stories for children; articles of special home interest and general religious articles and information.

PRESBYTERIAN ADVANCE, Nashville, Tenn.: Weekly. Uses stories of a religious or moral nature up to about 2,500 words; short serials of the same character, and special articles of general information or of a religious nature.

RELIGIOUS TELESCOPE, Dayton, Ohio: Weekly. Uses occasional brief articles of a religious nature and articles of general information of interest to the home. Short stories not over 1,500 or 2,000 words of a moral trend.

ROSARY MAGAZINE, 871 Lexington Ave., New York: Monthly. (Rom. Cat.) Short stories of a moral or religious nature, and articles, either of which may run to a length of some 2,500 words.

SUNDAY SCHOOL MAGAZINE, Nashville: A Methodist monthly. "For teachers and Bible Classes, uses articles designed to help students to a better understanding of the Scriptures and better to equip teachers for Sunday School work. All work must be optimistic. Verses are used."

WATCHMAN EXAMINER, 23 East 26th St., New York: Weekly. Baptist. Uses general religious articles and those that have to do with family life. Nothing longer than 2,000 words. A little fiction of distinctly moral or religious nature.

WATCHWORD, U. B. Publishing House, Dayton: A United Brethren weekly, "requires a few serials on moral and religious subjects for young people (not juvenile), chapters about 2,500 to 3,000 words. Illustrated articles on subjects of general interest to young people and occasional separate photographs are desired."

WEEKLY CHURCH BULLETIN, 111 N. Charles St., Baltimore, Md.: Monthly. Short stories of about 3,000 words, not necessarily religious in character, but

must be clean in every respect. General miscellany, with home, religious or church interest.

WESLEYAN CHRISTIAN ADVOCATE, Atlanta, Ga.: Weekly. Uses religious articles and those dealing with current events, and fiction, both short stories and serials, that carry religious or moral teachings. Verse.

Publishing Houses Which Issue Groups of Religious Juvenile or Sunday School Publications

AMERICAN BAPTIST PUBLICATION SOCIETY, Department of Sunday School Publications, Philadelphia: All manuscripts submitted should be typewritten and correctly prepared, and impersonally addressed to the Editorial Department. Adequate postage (unattached stamps) should be sent with each manuscript, for return. The material used is such as is suitable for Sunday School publications — fiction, articles, verses, paragraphs, etc.

AMERICAN SUNDAY SCHOOL UNION, 1816 Chestnut St., Philadelphia. The Sunday School World, monthly, for Sunday School workers, desires experience articles treating different phases of Sunday School work, 300 to 1500 words. Young People's Paper, monthly in weekly parts. Stories that would interest and benefit young people from twelve to twenty years of age. Stories should be of an uplifting trend without a too evident moral. Articles should be of an instructive or informative nature. Short serials not exceeding 10,000 words are used, especially if applicable to national holidays.

BAPTIST BOARD OF PUBLICATION, Nashville, Tenn.: Publishers of Boys and Girls, Kind Words, and Child's Gem. Close attention should be paid by con-

tributors to the length requirements of these various publications, as stated. These three magazines use more than a thousand manuscripts annually.

BRETHREN PUBLISHING HOUSE, Elgin, Ill.: Public Gospel Messenger, a 16 page religious weekly; Our Young People, an eight page Sunday School paper for intermediate and adult pupils; Our Boys and Girls, a four page weekly; Children at Work, a four page weekly; Brethren Teacher's Monthly, a monthly magazine for Sunday School teachers.

DAVID C. COOK COMPANY, Elgin, Ill.: Publishers exclusively of literature for Sunday School workers. Dew Drops for children four to eight years of age. What to do, for a little older group, say eight to thirteen years. The Boys' World, and The Girls' Companion, for young people in their teens. The Young People's Weekly for still older youths. All these publications use stories from very short ones for the youngest class, up to stories of 2500 words, or serials up to 30,000 words for the older readers. These must be exclusively stories of and for young people. While preachy stories for those insisting upon a moral lesson are not desired, it is necessary that each story must have a helpful teaching, and convey an uplifting impression upon the heart and mind of the reader.

PILGRIM'S PRESS, 14 Beacon St., Boston, Mass.: Papers for all grades.

PRESBYTERIAN BOARD OF PUBLICATION, Witherspoon Bldg., Philadelphia: Publishers of Forward and other juvenile papers for young people, especially

for the Sunday School. Uses a considerable amount of good short fiction and miscellany for youths and children.

STANDARD PUBLISHING CO., Cincinnati, Ohio: Papers for all grades.

SUNDAY SCHOOL BOARD OF SOUTHERN BAPTIST CONVENTIONS. Papers for all grades.

UNITED LUTHERAN PUBLICATION HOUSE, Ninth and Sansom Sts., Philadelphia: Papers for all grades.

YOUNG CHURCHMAN CO., Milwaukee, Wis.: Papers for all grades.

JUVENILE PUBLICATIONS

AMERICAN BOY, American Building, Detroit, Mich.: Monthly. "The ideal of THE AMERICAN BOY is to make every boy in the land respect himself. We try to bring this about, first, by giving you the best stories to read that the editors can find. We mean the most interesting, most holding stories it would be possible to write. But a story must be more than interesting to have itself printed by this magazine. It must be decent and American. It uses also such fact articles as will be equally interesting and equally decent and American."

BAPTIST BOYS AND GIRLS, Nashville, Tenn.: Monthly, in weekly parts. A publication for youths in their early teens. Uses short stories up to 1500 words, giving preference to what may be called purpose stories, such as inculcate moral lessons and principles. Uses also general articles of the same character for young readers.

BEACON, 25 Beacon St., Boston, Mass.: Weekly. Stories, 900 to 2,000 words, nature studies, travel articles, etc., with photos, for boys and girls 9 to 14 years of age. Verse.

BOY LIFE, 9th and Cutter Sts., Cincinnati, Ohio: Weekly. Uses short stories, a short serial, and miscellany for boys from 14 to 18 years of age.

BOYS' COMRADE, 2712 Pine St., St. Louis, Mo.: Weekly. Uses short stories and short serials of especial interest to boys, which teach the cardinal virtues and inculcate some moral precept. Also articles of information and timely articles upon matters of present day interest.

BOYS' FRIEND, Box 45 Sta. I, New York: Monthly. Uses short stories 2,000 to 3,000 words for boys, which should be written about boys and their activities. General articles upon topics of special interest to boys, and some verse with a boy appeal.

BOYS' LIFE, The Boy Scouts Magazine, 200 Fifth Avenue, New York: Monthly. Uses stories with plenty of action and human interest and above all with real boy interest. This is the official publication of the Boy Scout movement and is particularly interested in material that incorporates the standards of the code without having obvious moral or unboylike phraseology. Articles of an instructive nature, strong in outdoor interest, concerning woodcraft, handicraft or playcraft, live and timely, preferably with photographs or sketches are desired. Manuscripts must be typewritten. Stories of adventure, athletics, school life, and fiction which carries accurate information about Government, the professions, the industries, commerce, geography, natural history, hygiene, wood craft, camping, and boys' sports, are used as well as brief articles covering these and kindred subjects.

BOYS' MAGAZINE, Smethport, Pa.: Monthly. Uses short stories, full of healthy and exciting incidents, on any subject and set in any locale, likely to appeal to boys from 12 to 18 years. Adventure and athletics favored.

BOYS' WORLD, Elgin, Ill: An eight page weekly Sunday School paper for boys in their teens. It is in the market for the following kinds of manuscript: Stories of from 1,200 to 2,400 words in length. These should deal with modern boys and teem with adventure and heroism. They may tell of adventures at sea, in Arctic regions, in great caverns, on deserted islands, in Central America, Africa, or wherever the spectacular or mysterious in nature is manifest, or where there is opportunity for exploration or adventure. Stories of boys connected with some great construction enterprise, such as the Panama Canal, building of the railroad from Cape Town to Cairo, etc.; boys' adventures with aeroplanes, submarine boats, or mystery stories in which the explanation is made in the last paragraphs, are also desired. Stories must not be goody-goody, but they should have an underlying teaching. They should not be sensational. The purpose should be something other than merely to entertain. Short articles (from 50 to 600 words in length) of interest to boys, that tell of latest inventions and discoveries, of striking events to arouse boys' curiosity, boy heroes, boys who have won success, etc. Photos of popular science and news subjects with short descriptions are considered. Also instructions for constructing objects boys are interested in making. Short anecdotes involving boy characters and making some point; also short talks with boys about their problems are available. Feature articles (800 to 900 words in length) that tell of some wonderful new invention, event, enterprise, etc., of special interest to boys. These may be illustrated by one to three photographs.

CHILD LIFE, Rand, McNally & Co., Chicago: Monthly. Buys material suitable for very small children. Verse.

CHILD'S GEM, Nashville, Tenn.: Monthly in weekly parts. Uses little stories plainly and practically told, for very small children; also brief articles and verse for same.

CHRISTIAN ENDEAVOR WORLD, 31 Mount Vernon St., Boston: Weekly. Uses general literary miscellany, including short stories up to 3,500 words, serials of moderate length, and descriptive and informative articles, nature studies, biographical, and articles dealing in a simple and popular manner with science and invention. All material is designed to interest young men and young women. Verse.

CLASSMATE, 420 Plum St., Cincinnati, Ohio: Weekly. Methodist. Uses high-class material for young people. Stories up to 3,000 words, and miscellaneous articles of travel, and on topics of general interest, and nature studies, up to 2,000 words. Also short serials.

DEW DROPS, Elgin, Ill: Is a four-page weekly story paper for Sunday School pupils in the beginners' and primary departments of the Sunday School, that is, for those from four to eight years of age. It is different from any other Sunday School Paper for this age, in that only stories of real interest to the children and with the most helpful teachings are used. It does not care for the usual weak, colorless productions, which are evidently thought good medicine for infants. Dew Drops stand

for the best spiritual growth of the child in this respect. Stories for primary children must be very short, in the nature of an incident or single episode in child life. In special need of stories from 300 to 400 words in length, although a few may run as high as 500 to 600 words. Must have religious or helpful purpose. Every story for Dew Drops should have some underlying teaching purpose of an ethical or spiritual nature. At the same time this should not be painfully apparent to the reader. Do not make the story simply a "teaching narrative," "object lesson" or sermonette. Sample copy of paper sent free upon application to editors.

EPWORTH ERA, Nashville, Tenn.: Weekly. Methodist. Uses short fiction and short serials, miscellaneous articles and poems. All material must be of a religious or moral trend, and of a sort to interest youths.

EPWORTH HERALD, 740 Rush St., Chicago: Weekly: (Methodist.) Short stories up to 3,000 words; a serial; short articles of information; published to meet the needs of young people from the ages of fifteen to twenty. Prefers good clean fiction with plenty of moral background — but the less the moral sticks out, the better.

EVERYGIRL'S MAGAZINE, 31 E. 17th St., New York: Uses a serial, short stories, and articles of interest to young girls. All material must have a good moral trend.

FORWARD, Witherspoon Bldg., Philadelphia: Weekly. Published by the Presbyterian Board of Publication. A paper for young people in the Sunday School. Uses stories from 2,500 to 3,000 words long, and serials of not over eight chapters of the same length as short stories. Stories should be of interest to young people. Adventure tales, especially with a strong character element, are desired. Stories should aim to give readers a clearer view of right and duty, and should inspire to noble living. The paper is distinctively Christian. General articles of not over 1,000 words, illustrated with photographs or unillustrated, are used. Religious and character-building essays of not over 800 words may find a place.

FRONT RANK, 2701 Pine St., St. Louis, Mo.: Weekly. Uses short stories and miscellany of healthy, homely character for juvenile readers.

GIRLHOOD DAYS, 9th and Cutter Sts., Cincinnati, Ohio: Weekly. Uses short stories, a short serial, and miscellany for girls from 14 to 18 years of age.

GIRLS' CIRCLE, 2712 Pine St., St. Louis, Mo.: Weekly. Published by the Christian Board of Publication. Uses short fiction and material adapted for girls of 13 to 18 years.

GIRLS' COMPANION, Elgin, Illinois: Weekly. Uses short stories ranging between 500 and 1,000 words and serial stories of perhaps 20,000 words. These stories must be of interest to the growing girl and should contain an element of refinement that will always appeal to the girl's highest thoughts and ideals. A story does not necessarily require a moral at the end, but it should

indirectly teach a lesson that will in some way help to influence the young reader in distinguishing between right and wrong. Short articles on interesting phases of Nature, poems, and jokes also may find a market here.

GIRLS' FRIEND, Dayton, Ohio: Weekly. United Brethren Publishing House. Buys some short stories and feature articles suitable for girls.

GIRLS' WORLD, 1701 Chestnut St., Philadelphia, Pa.: A Baptist juvenile monthly. Uses bright, wholesome short stories up to 3,000 words for girls, and short articles up to 1,000 words which will be of practical or educational interest to girls of twelve to fifteen years.

HAVERSACK, Nashville, Tenn.: Weekly. Uses the general miscellany, for boys, of the better class Sunday School papers, including short stories (not more than 2,000 words) a serial, general articles and some verse. Everything must be written with especial purpose to interest boys.

JOHN MARTIN'S BOOK, 33 W. 49th St., New York City: Monthly. Wants "good stories that deal with the child world, simply told. It uses nature tales, myths, fables, verse of merit, spirited material for small boys, fun that is funny and clean, and everything that will please and subtly instruct its most critical audience — the child. Requirements are for stories with a certain vital style, termed in grown-up parlance a 'punch.' They must be neither ordinary nor commonplace, and though simple, must measure up to a definite standard of literary merit. Diction should be simple and within the comprehension of the average child; words need not be short, but must belong to everyday experience. Sen-

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tences should be not longer than twenty words each. Stories should be limited to 800 or 1,000 words. Two serials a year are used, only one at a time, so such stories should have not more than six chapters.

JUNIOR AMERICAN, 2 Beaver St., Schenectady, N. Y.: Monthly. Uses exciting stories of adventure which are of interest to high school and college students.

JUNIOR CHRISTIAN ENDEAVOR WORLD, 31 Mt. Vernon St., Boston: Monthly. Uses miscellany of interest to youths from 12 to 16 years of age. Short stories, 1,200 to 1,800 words, and serials of not more than 20,000 words; nature articles, travel, and general descriptive articles that would appeal to young readers. Children's verse.

JUNIOR WORLD, 1701 Chestnut St., Philadelphia: Weekly. A juvenile issued by The American Baptist Publication Society. Uses short stories, not over-long serials or "part" stories; articles, verse and anecdotes for very young readers.

JUNIOR WORLD, 2712 Pine St., St. Louis, Mo.: Weekly. Uses articles of interest and information for children up to twelve years of age. Also short stories of a wholesome character dealing with home life, outdoor life, nature, etc., and short serial stories. Also, miscellaneous matter of interest to young boys and girls.

KIND WORDS, 710 Chestnut St., Nashville, Tenn.: A Baptist weekly for young people, prints short stories, informative paragraphs and a serial story. Maximum limit for stories and articles is 2,000 words.

KINGS' TREASURIES, Witherspoon Bldg., Philadelphia: Weekly, published by the Presbyterian Board of Publication. A paper for boys in the Sunday School. Uses stories for boys of from twelve to fourteen years of age. Stories should run between 2,200 and 2,500 words. Serials of not over eight chapters of the same length as short stories are desired. Stories which inspire boys to faithfulness, perseverance, honesty, and Christian living are wanted. These must be interesting to boys, preferably with boy characters in normal relationship, and must teach their lesson in action rather than in precept. Avoid the heroic sons of poor widows with a mortgage on the house. Articles on general subjects such as science, invention, and history, written for boys have a good chance. Such articles should not be over 800 words long. Photographs accompanying an article are desirable.

LITTLE FOLKS, Salem, Mass.: Monthly. Devoted mainly to short fiction for young readers, 1,000 to 1,500 words. Uses also occasional short articles and children's brief verse.

LITTLE MAGAZINE OF CHRISTIAN IDEALS, Shawnee, Okla.: Monthly. Uses short stories which feature Christian ideals for young men. These should not contain more than 5,000 words and should be written from the point of view of a Roman Catholic.

LUTHERAN YOUNG FOLKS, 9th and Sansom Sts., Philadelphia, Pa.: Weekly. Uses good serials for young people. Such stories should not have more than 3,000 words in a single installment, and should not contain more than thirteen chapters. Articles of description and information, up to 2,500 words.

MAYFLOWER, The Pilgrim Press, Boston: Weekly. Uses little stories and verse for very small children.

NATIONAL KINDERGARTEN ASSOCIATION, 8 West 40th St., New York. Short articles on child training.

ONWARD, Richmond, Va.: Weekly. Presbyterian Committee of Publication. Uses juvenile stories up to 1,500 words having a moral or instructive trend, and articles upon current topics that will interest boys and girls.

OUR LITTLE FRIEND, Mountain View, Calif.: Weekly. Uses photographs suitable for reproduction and material of interest to very little folks.

PICTURE STORY PAPER, 150 Fifth Ave., New York: Monthly. Uses little stories and articles, with illustrations for very small children.

PICTURE WORLD, American Sunday School Union, 1816 Chestnut Street, Philadelphia: A four page weekly for children in the Beginners and Primary Departments of the Sunday-school. Special illustrated features for the first page; stories from 300 to 500 words in length, and bright verses.

PORTAL, 420 Plum St., Cincinnati, Ohio: Monthly. A new publication for girls in their teens. Wishes high grade stories and articles of interest and action, and of educational and moral value but not preachy.

QUEENS' GARDENS, Witherspoon Bldg., Philadelphia: Published by the Presbyterian Board of Publication. Weekly. A paper for girls of from nine to

thirteen years of age. Uses stories of adventure, animal stories, stories of school and girl life in all phases. Boy characters, however, should not be eliminated. Stories should not be over 2,500 words long. Serials of not over eight chapters of the same length as short stories are desired. Opportunity for good general articles, varying in length from 150 to 700 words; preferable when illustrated by photographs. Articles suggesting things which girls of junior age may make, either for gift or for home use, are acceptable.

QUEEN'S WORK, St. Louis, Mo.: Monthly. Catholic. Uses interesting and practical material descriptive of Catholic activities in charitable lines, and social work; short stories in the same vein, depicting social conditions and inclining the reader to charitable activity. Only stories of the present time are used. The Queen's Work also buys good pictures full of human interest to illustrate its fact articles.

SAINT NICHOLAS MAGAZINE, 353 Fourth Avenue, New York: Monthly. "The Saint Nicholas Magazine is for boys and girls from ten to eighteen years of age. Each month it packs a brief review of the world, articles on nature and science and the progress of invention, long stories, and short stories, and sketches of the lives of famous folk, and a contributor's department filled with stories, photographs, poems, and drawings of clever subscribers to the magazine. Saint Nicholas is a stimulus to youthful thought and a guide to healthy, clean ideals. Its stories thrill; its articles and comment on current events instruct in the most entertaining fashion; and its whole contents breathe an atmosphere of encouragement to vigorous, outdoor, athletic living."

SUNBEAM, 419 Witherspoon Bldg., Philadelphia: Weekly. A Sunday School paper using jingles and stories of not more than 500 words for very little people.

SUNDAY AFTERNOON, 109 Walnut Ave., Roxbury, Mass. Uses short stories, poems, and little plays for children of all ages under fifteen.

SUNDAY COMPANION, 256 Broadway, New York: Weekly. Catholic. Uses brief articles and short stories for children.

SUNDAY SCHOOL ADVOCATE, 420 Plum St., Cincinnati, Ohio: Weekly. Tales, articles and stories, 1,200 to 2,500 words, for children nine to twelve years of age. Also short serials.

SUNDAY SCHOOL JOURNAL, Cincinnati, Ohio: A Methodist monthly. Invites the contribution of similes, anecdotes, etc., which will help in the teaching of Sunday School lessons. Manuscripts must be submitted four months before the date of the lesson to which they pertain. The Sunday School Journal pays very generously for articles on Sunday School methods and new ideas of interest to Sunday School teachers.

SUNDAY SCHOOL TIMES, 1031 Walnut St., Philadelphia: Weekly. Uses stories for children, which should have a distinct moral or religious trend, of about 2,000 words. Practical articles regarding Sunday School methods and work and brief verse of a moral or religious nature.

SUNDAY SCHOOL WORLD, 1816 Chestnut St., Philadelphia, Pa.: Monthly. Articles on Sunday School

work and development. Short stories and serials of a wholesome moral tone. Brief articles for boys' and girls' pages.

SUNSHINE FOR LITTLE PEOPLE, 2109 Troost Ave., Kansas City, Mo.: Weekly. Stories and verse for very young children.

TARGET, 420 Plum St., Cincinnati, Ohio: Monthly. A new publication for boys in their teens. Wishes high-grade stories and articles of interest and action, and of educational and moral value but not preachy.

TORCHBEARER, Nashville, Tenn.: Weekly. Uses the general miscellany of the better class Sunday School papers, for girls, including short stories (not more than 2,000 words) a serial, general articles and some verse. Everything must be written with especial purpose to interest girls.

VISITOR, 810 Broadway, Nashville, Tenn.: Weekly. Methodist. A Sunday School publication using interesting miscellaneous articles up to 2,000 words; short stories and short serials. All matter must have a wholesome moral trend and be written in a manner to interest young readers.

WAY, 15th and Race Sts., Philadelphia, Pa: Weekly. Uses brief descriptive articles, short stories, a serial and good juvenile miscellany (a Sunday School journal of the Reformed Church).

WELLSPRING FOR YOUNG PEOPLE, 14 Beacon St., Boston: Weekly. Congregationalist. Uses short

articles, anecdotes and verse which will interest youths of both sexes. Desires material of a moral trend, of a miscellaneous character that contains material of genuine interest for young readers. Articles should not run more than 1,000 words.

WHAT TO DO, Elgin, Ill.: Wants stories of more interest than the movies; stories must have action, mystery and thrill. The main characters should be healthy, normal American boys and girls about fourteen years of age. As far as possible the story should be in the child's world. Motives and action should have to do with occupation, plays, and adventures normal to children. Bring in adults and adult interests incidentally, if at all. Make it really a "kid" story. Always have a complication, mystery and solution. Events should happen in quick succession. Curiosity should be kept at high pitch. But remember **What To Do** is a Sunday School paper — one with a high purpose. Each story should help to make the child a better boy or girl. Stories of burglars, crime, the theatre, or civil war not wanted. Neither are fairy stories desired. Length of stories: 2,000 to 2,500 words, with both boy and girl characters; 1,500 to 1,800 words, with either boy or girl characters, or both; serial stories from two to six chapters, each chapter 1,800 to 2,500 words. Booklet to writers and samples of paper sent on request.

YOUNG CATHOLIC MESSENGER, Dayton, Ohio: A Catholic juvenile semi-monthly, uses serials and short stories.

YOUNG CHURCHMAN, 1801 Fond du Lac Ave., Milwaukee, Wis.: Weekly. Episcopal. Uses stories of

about 2,000 words, which convey some moral precept or teaching. Articles up to 1,000 words. Material should be of interest to youths of from twelve to sixteen years.

YOUNG CRUSADER, 1703 Chicago Ave., Evanston, Ill.: Monthly. As its name implies, a publication conducting a systematic crusade through stories and articles, against the evils of tobacco, intemperance, and by short stories and articles endeavoring to inculcate in young readers moral and uplifting principles.

YOUNG EVANGELIST, 2712 Pine St., St. Louis, Mo.: Weekly. Published by The Christian Board of Publication. Uses material for children from nine to thirteen years. Stories of adventure, mystery, fairy stories running from 1,600 to 1,800 words, and a serial. Verses for children.

YOUNG PEOPLE, 1701 Chestnut Street, Philadelphia: A Baptist weekly "published for young men and women, in which both long and short serials are used, but preference is given to good short stories either with or without illustrations, but capable of being illustrated. Short stories of about 1,500 words or serials of not more than four or five chapters are preferred. Separate photographs are used. No verse or jokes."

YOUNG PEOPLE, 1716 Arch Street, Philadelphia: A Lutheran juvenile weekly. Uses short stories and illustrated articles. Manuscripts 2,000 to 3,000 words in length are preferred. Short stories and serials not exceeding seven to ten chapters will be considered. Illustrated articles are preferred.

YOUNG PEOPLE'S PAPER, 1816 Chestnut Street, Philadelphia: Published by the American Sunday School Union. Bright stories from 2,200 to 2,400 words in length are desired; also serial stories running from four to six chapters. One page will be devoted particularly to boys, in which articles describing the sports and occupations of boys' outdoor and indoor life, and places, events and persons of interest to boys will be used; also there will be a similar page for girls, and one for the family circle. Stories which have the flavor of rural life, and articles which deal with its conditions are especially acceptable. General articles, from 800 to 1,200 words, drawn from nature, biography, inventions, etc., are used. Where photographs or other illustrative materials are possible these are always desired.

YOUNG PEOPLE'S WEEKLY, Elgin, Ill.: Material offered for this publication should be for boys and girls in their late teens; has three departments; Science and Progress, Glimpses of Life, Educational Development. Uses wholesome stories of your people who have made good, and short, interesting, illustrated, helpful articles.

YOUTH'S COMPANION, Commonwealth Avenue and St. Paul Street, Boston, Mass.: Weekly. A paper for the family. Uses stories, not of a distinctive juvenile character, anecdotes, short miscellaneous articles and verse. Short stories of 2,000 to 4,000 words. Serials, not more than 10 chapters of about 3,500 words each. Departments: Once a month a Boy's Page, Girl's Page and Family Page. Short articles of a practical nature. Uses a few photographs of unusual subjects.

YOUTH'S COMRADE, 2109 Troost Ave., Kansas City, Mo.: Uses a wide variety of short material, stories, articles and verse for young readers.

YOUTH'S WORLD, 1701 Chestnut St., Philadelphia: Monthly. A Baptist juvenile for boys only, using short stories and miscellaneous articles upon topics in which boys are interested. Stories should not go over 2,500 words, nor articles more than 1,200 or 1,500; short serials also are used.

Just as this form is being made up, we are advised by the RANDLES-ALLEN PUBLISHING CO., Hutchinson, Kansas, that they will begin with an issue dated June (published May 15th) a juvenile magazine for which they will need short stories of 1000 to 1800 words and articles of current interest to boys, especially articles about the Radio. They will also conduct a regular department connected with the various interests of boy life.

AGRICULTURAL PUBLICATIONS

AMERICAN AGRICULTURIST, 461 Fourth Avenue, New York City: Weekly. Buys in the aggregate a great many manuscripts. The great bulk of these must be short, from 800 to 1,000 words, illustrated, if possible, with one or two, or even more, clear-cut and distinct original photographs. Tries to be exceedingly practical, consequently so far as the technical departments are concerned asks for nothing which is not written, first, by the farmers or live stock men who are actually doing the work — in other words, personal experiences; second, articles written by well-informed agricultural people based upon direct observation — that is to say, if a farmer or an agricultural college man is a neighbor or knows of someone doing something good along agricultural lines, and if he goes to this person and gets his experience direct, and embodies it in a story, it is considered first class 'stuff'; third, for household department, which is not considered technical, it accepts stories, sometimes long, sometimes short, personal experiences of women on the farm, home-makers and the like. Insists always that this material be just as high grade as possible. This statement applies to ORANGE JUDD FARMER, NEW ENGLAND HOMESTEAD, and NORTHWEST FARMSTEAD. Uses photographs of farm scenes.

AMERICAN BEE JOURNAL, Hamilton, Ill.: Monthly. A technical journal for the commercial honey

producer and the student of bee-keeping. Good articles desired on new methods or anything that will increase the general knowledge of bee-keeping and honey-producing. Photographs.

AMERICAN BREEDER, 225 West 12th St., Kansas City, Mo.: Semi-monthly. Uses only practical and informative articles of value to live stock breeders.

AMERICAN CO-OPERATIVE JOURNAL, 230 S. LaSalle St., Chicago: Monthly. Grain trade. This magazine is published primarily in the interest of the stockholders of farmers' co-operative elevator companies. It desires, however, interesting short articles of from 100 to 1,000 words, preferably illustrated, on successful co-operative ventures in various parts of the United States. These articles should be snappy and should point out to the reader not by sermon but by story of accomplishment the principles of success and the ways of attaining success on the part of the community or association described.

AMERICAN FARMING, Pontiac Building, Chicago: Monthly. Only agricultural and live stock articles are desired, preferably illustrated. Good photographs of live stock may also be submitted.

AMERICAN FORESTRY, 1214 16th St., Washington, D. C.: Monthly. A non-commercial magazine issued in public service work. Uses anything in relation to the forests. Articles up to 3,000 words. Photographs.

AMERICAN FRUIT GROWER, 190 State St., Chicago, Ill.: Monthly. Practical, informing articles,

500 to 2,000 words, that deal with some phase of fruit growing. Uses good photographs of fruit scenes.

AMERICAN THRESHERMAN, Madison, Wis.: Monthly. Uses articles which deal with the application of power machinery to the farm; not only threshing, but other farming operations are considered. Experience articles by those who have used power machinery on the farm detailing successes, or the reverse, are used.

ASSOCIATED GROWERS, Fresno, Cal: Monthly. Articles 500 to 2,000 words, dealing with peach, raisin and fig industries of California, written by practical people.

BEEKEEPERS' REVIEW, North Star, Michigan: Monthly. Uses brief papers, desiring those which chronicle actual experiences, upon the keeping and management of bees, and upon all topics connected with honey production.

BERKSHIRE WORLD AND CORN BELT STOCKMAN, Chicago, Ill.: Monthly. Devoted to the interests of raisers of Berkshire hogs, dairy cattle and Percheron horses.

BETTER FRUIT, Hood River, Oregon: Monthly. Published in the interest of modern fruit growing and marketing, has a staff of contributors, but considers MSS. from outside writers.

BREEDER'S GAZETTE, 542 South Dearborn Street, Chicago, Ill.: Weekly. Pays for acceptable material of interest to stock farmers. Buys photographs.

BUSINESS FARMER, El Paso, Texas: Semi-monthly. Uses articles, illustrated when practicable, not over 1,000 words, preferably about 300 to 500 words, which give practical information to the irrigated farmer and fruit grower in the semi-arid section.

CALIFORNIA CITROGRAPH, Los Angeles, Calif.: Monthly. Devoted to citrus and sub-tropical fruits, and general sub-tropical agriculture. All contributions should be written from the standpoint of personal experience.

CALIFORNIA FARMER, 236 S. Hill St., Los Angeles, Calif.: Weekly. New items of interest to farmers, especially regarding science and inventions; home-made labor-saving devices, farming experiences, etc., pertaining to California or Coast agriculture.

CAPPER'S FARMER, Topeka, Kansas: Monthly. Uses material pertinent to the farming industry of the Middle West, and the miscellany of interest to the farm home.

CORN BELT FARMER, Des Moines, Iowa: Weekly. Corn growing and general agriculture.

COTTON PLANTER, Montgomery, Ala.: Monthly. Devoted to the interests of cotton planters.

COUNTRY GENTLEMAN, Independence Square, Philadelphia: Weekly. "Uses technical and other MSS. from authorities and from other writers who usually write upon appointment. Short stories of particular merit are considered. General literature does not interest us." Has the following departments: The Country

House, Country Cooking, Country Home Management, and The Handy Housewife. Pays well for good photographs of farm scenes, up-to-date farm buildings, poultry, etc. Desires short articles on the following subjects: "Household Economy — personal experiences with new inventions and new ideas for saving time and labor: little ideas that mean short cuts to more leisure. Wise economies that, with the same income, have met the higher cost of living. Many housekeepers have discovered that by studying and planning they can get more nourishment from cheaper food. There are many other ways to save the dollar. Tell how you have done it. Garden Truck, Flowers, Eggs, Poultry — these are some of the ways women have met the higher cost of living. Tell how you have done it. And tell of the other ways of making money that your inventive mind has taught you." Accounts are also desired of new recipes in cooking and preserving, and new ideas about your own clothes and the children's. Photographs should accompany articles if possible. Articles should contain not less than fifty nor more than three hundred words. Articles are also desired from agricultural college men who have applied some of the lessons taught in colleges to home farms. Writers should tell how they introduced a new crop, or better methods of rotation; or, how feeds were mixed for cows to increase milk flow, or how they persuaded their parents to build a silo, or to fertilize the old orchard, or how certain fields were drained to make them more productive, or how parents were persuaded to buy pure bred cattle — or any improvement which was a practical application of agricultural education. Articles should not exceed 1,000 words, nor contain less than 100. Clear photographs are desired for illustrations. Regular rates will be paid for available

manuscripts. The Country Gentleman has no local edition and is devoted to no single phase of agriculture. It takes as its broad sphere the vital national affairs that mean dimes and dollars to the men on the land. It is a country publication for the whole country and for all country people. Sometimes accepts photographs for cover use. Also buys jokes, good verse to interest country dwellers and illustrated jokes in series.

CREAMERY JOURNAL, Waterloo, Iowa: Semi-monthly. Devoted to the creamery interests of the Central West. This includes not only the manufacture of creamery products, but every phase of handling same, from cow to consumer. Selling methods and short cuts in labor particularly desired.

DAIRY FARMER, Waterloo, Iowa: Semi-monthly. Uses articles up to 2,000 words, which deal with the especial interests of dairy farmers and their households.

FARM AND FIRESIDE, 381 Fourth Avenue, New York: Monthly. "The National Farm Magazine," in addition to its articles of broad practical value and human interest for farmers, is using articles on subjects of vital interest to all thinking people, and, therefore, to farmers. It also uses a serial story and short stories, and the tests applied to its fiction are those of interest and novelty. "Farm and Fireside" makes place for many brief articles, of from 50 to 500 words each, on everyday interesting topics. Photographs are desirable with longer articles. For its photographic "spread" pages novel and unique human pictures, not posed, are used.

FARM AND HOME, Springfield, Mass.: Monthly. Uses illustrated feature articles on agriculture topics,

which must be technically correct — about 1,500 words in length. Good fiction, from two thousand to ten thousand words, is also desired. Labor-saving hints for the farm home, methods to improve the farm home, items regarding rural hygiene, and short talks to mothers are also in demand. Uses a little juvenile matter and little verse. Buys separate photographs — farm scenes, technical agricultural, live stock, buildings, etc.

FARM AND HOME MECHANICS, 1411 Wyandotte Street, Kansas City, Mo.: Monthly. Is in the market for short articles along mechanical lines. These articles should deal with the automobile, tractor, truck, farm machines, and farm appliances, and should be of particular interest to the farmer and small shop mechanic. To be of the greatest value to us, articles should be from three hundred to six hundred words in length.

FARM AND RANCH, Dallas, Texas: Weekly. Is always in the market for feature articles, humorous, travel, fiction, etc., that would be of interest and value to rural people. Feature agricultural articles from 1,000 to 4,000 words each are most in demand. Illustrated articles preferred.

FARM AND REAL ESTATE JOURNAL, Traer, Iowa: Monthly. Uses manuscripts, either with or without illustrations, on the subject of "Back to the Land," anything that is strong on inducing people to get away from the congested cities out onto the farms. Would like stories as well as personal experiences of those who have been benefited by making the change from city life to country life.

FARM JOURNAL, Philadelphia, Pa.: Monthly. Uses no long articles, essays or poems, no fiction, no platitudes. Simple, direct, practical items, concise, crisp, sparkling, and useful are desired, if quaint or humorous, so much the better. Uses good, short poems. Everything must be seasonal and timely.

FARM LIFE, Spencer, Ind.: Monthly. Pays for experience articles by farmers and agriculturists; offers prizes for experience articles, purchases occasionally free lance matter of vital quality. (This vital matter is rare.) Uses stories; uses photographs in articles or separately. No agricultural article over 2,000 words, usually 300. Also uses a small amount of verse.

FARM MECHANICS MAGAZINE, 1827 Prairie Ave., Chicago, Ill.: Short, interesting, well-illustrated feature articles on modern farm life, farm activities, improved machinery and buildings, and equipment.

FARM NEWS, Dallas, Texas: A semi-monthly edition of the MORNING NEWS, has a regular staff, but accepts illustrated special articles of appeal to Texan readers.

FARM POWER MAGAZINE, Madison, Wisconsin: Monthly. Uses feature articles, with photographs which concern uses of power on the farm and farm power machinery. Separate photographs are used. Verse, brief illustrated stories and articles for a children's page and practical articles for a woman's department are also desired.

FARM, STOCK AND HOME, 830 Hennepin Avenue, Minneapolis, Minn.: Semi-monthly. Is in the market

for a limited number of short stories ranging from 800 to 1,500 words in length, preferably stories having a farm setting and a clean, healthful viewpoint. Nothing that partakes of the nature of risque or problem stories will be considered. Action is absolutely necessary.

FARMER, St. Paul, Minn.: Weekly. Will consider authoritative articles, preferably illustrated, on agricultural topics, new inventions, live stock, experiments, methods of cultivation, new grasses, grains or vegetables, household economics, recipes — anything practical and suggestive.

FARMER AND BREEDER, Sioux City, Iowa: Weekly. Devoted to the interests of the farmer and breeder, invites manuscripts on agricultural and home topics, but pays only when especially arranged. Short serial stories, with chapters of about 1,500 words each, are used occasionally.

FARMER AND STOCKMAN, Kansas City, Mo.: Weekly. A practical journal, considers contributions.

FARMERS' AND DROVERS' JOURNAL, Union Stock Yards, Chicago, Ill.: A farm daily, uses news of farming and live stock affairs and general market information.

FARMERS' REVIEW, 537 South Dearborn Street, Chicago, Ill.: Weekly, considers brief illustrated articles of practical nature. Has a household page. Uses a serial story.

FARMER'S TWICE A WEEK DISPATCH, St. Paul, Minn.: Semi-weekly. Arranges for most of

material not supplied by staff. Correspondence might develop opportunity for specially equipped contributors. Recently expressed a desire for agricultural articles that have human interest features.

FARMER'S WIFE, 61 East 10th Street, St. Paul, Minn.: Monthly. Uses articles, short stories and poetry, all to interest the "woman on the farm." Reports of vital, resultful work of and among farm women, and short, stirring stories suitable for women in rural communities, but not necessarily relating to farm life are desired. Children's verse is used.

FIELD AND FARM, Denver, Col.: Weekly. Uses a number of brief, practical articles.

FIELD ILLUSTRATED, 2 W. 45th St., New York: Monthly. Devoted to stock breeding and agriculture. Articles must be interesting and authentic and such may deal with any phase of farm life and country estates.

FLORIDA GROWER, Tampa, Fla.: Weekly. For truckers and fruit growers and folks who want to know about Florida. Short articles, snappy, bright and clean, are used.

FRUIT BELT, Grand Rapids, Mich.: Monthly. Devoted entirely to practical articles of value to fruit growers. Has a poultry department.

FRUIT GROWER AND FARMER, St. Joseph, Mo.: Monthly. Brief articles on practical subjects of importance to fruit growers. Uses also general agricultural articles and photographs for text, separately, and for covers.

GARDEN MAGAZINE, Garden City, L. I., New York: Monthly. Does not care for abstract writings. Uses practical short articles on the garden, lawn, plants, viewing the garden from the standpoints of pleasure and recreation rather than of strict utility.

GARDENING, Monon Building, Chicago, Ill.: Semi-monthly. Uses photographs of trees and flowers. Pictures should be unmounted, 5 x 7 glossy prints, and mailed flat. Each picture should bear on the reverse the name of the subject and the name and address of the sender. Stamps should be sent separately, if return of prints is required.

GLEANINGS IN BEE CULTURE, Medina, Ohio: Monthly. Uses short practical articles founded on experience, which will help bee keepers to improve their methods and increase their incomes.

GULF STATES FARMER, New Orleans, La.: Monthly. Uses articles of value to the southern planter and farmer, covering all crops and agricultural interests of that section.

HOARD'S DAIRYMAN, Ft. Atkinson, Wisconsin: Weekly. Personal experiences on dairy farms, write-ups of farms or animals and short authoritative descriptions of best methods of handling crops and live stock.

HORSEMAN AND SPIRIT OF THE TIMES, 538 S. Dearborn, Chicago, Ill.: Does not use fiction, verse or jokes. Can use photographs of prominent race horses; photographs taken during the progress or at the finish of a race, and photographs of scenery with horses with scenery in the background.

HOUSE AND GARDEN, 19 W. 44th St., New York: Monthly. Uses articles regarding the architecture, gardening, horticulture and general care of estates, and to the planning and building of small homes, with regard both to architectural construction and landscape planning.

INDIANA FARMER'S GUIDE, Huntington, Ind.: Weekly. Is in the market for material of any kind that would be of interest to country people. Articles and photographs pertaining to practical agriculture and home making are especially wanted. We can use a limited number of short stories of the juvenile type, but do not wish poetry.

INLAND POULTRY JOURNAL, Indianapolis, Ind.: Monthly. Items and articles of interest and value to poultry growers.

IOWA FARMER, Des Moines, Iowa: Semi-monthly. Does not buy much material. Circulates among the farmers and their wives; the articles they seem to value most are those which tell them how to do things on the farm or in the house. They are looking for newer and better methods even more keenly and with more discrimination than city folks. Can use to some extent articles which really tell how to do things.

IOWA HOMESTEAD, Des Moines, Iowa: Weekly. Agricultural. A practical journal for the farmer, stockman, fruit grower, poultryman, gardener and housekeeper.

JOURNAL OF AGRICULTURE, St. Louis, Mo.: Semi-monthly. Uses material dealing with farming

interests in the great corn belt; practical articles from 1,000 to 2,000 words.

KIMBALL'S DAIRY FARMER, Waterloo, Iowa: Semi-monthly. A magazine of interest to dairy farmers and breeders of dairy cattle. Desires reliable information on various phases of dairying, written in a concise, interesting, understandable manner. Uses short stories of 500 to 1,000 words, and articles that are useful and applicable to agriculture. Has departments for swine, poultry and the home.

MICHIGAN BUSINESS FARMER, Mount Clemens, Mich.: Uses stories with considerable "kick" o a kind that would interest the business farmer.

MICHIGAN FARMER, Detroit, Mich.: Weekly. Uses practical agricultural articles with special reference to conditions in Michigan. Has a Youth's Department and uses general home and farm miscellany.

NEBRASKA FARM JOURNAL, Omaha, Nebraska: Semi-monthly. Uses practical agricultural articles which have to do with the farming of this especial region.

NEBRASKA FARMER, Lincoln, Neb.: Weekly. Uses stories of 1,000 to 2,000 words and articles that have practical application to the agricultural industry of this section.

NEW ENGLAND HOMESTEAD, Myrick Building, Springfield, Mass.: Weekly. Always in the field for short stories for adult readers, preferably laid in any setting other than the country. Interesting boys' and

girls' stories, poems and live articles on topics of household interest to farmers' wives are also desired. Real sentimental love stories with urban settings also are used.

NEW YORK STATE FRUIT GROWER, Medina, N. Y.: Monthly. Horticulture and Fruit Culture.

NUT GROWER, Waycross, Georgia: Monthly. Horticulture and Nut Growing. Uses a few articles of not more than 500 words.

OHIO FARMER, Cleveland, Ohio: Weekly. Uses very short stories, 1,000 to 2,500 words. Serial stories, 15,000 to 75,000 words. Poetry: Some — all kinds — no special choice. Buys novels only as a serial. Uses special articles along own special lines. Uses photographs to illustrate accepted articles. Purchases very few drawings. Sometimes buys seasonal stories.

Advice to writers: Talk straight. Use judgment. Stop when through. Be practical. Be truthful.

ORANGE JUDD FARMER, People's Gas Building, Chicago: Weekly. (See *American Agriculturist*, New York.)

ORCHARD AND FARM, Los Angeles, California: Monthly. Uses interesting articles with illustrations, on agriculture in the West, particularly in California. Poultry raising, stock raising, general farming and fruit growing are acceptable subjects, and anything of interest to the rural dweller in the West. Articles with good photographs are preferable, but those without illustrations will be considered.

OREGON FARMER, Portland, Oregon: Weekly. Short accounts of devices, appliances, etc., that will help farmers in their workshops, barnyards, or kitchens. It says: "The device that has helped you will help somebody else. Every farmer has in use from one to a dozen devices that help make the work of the farm or farm house efficient — that save time and labor. Send in descriptions of these. This applies as much to the kitchen as to the workshop or barnyard. Household devices are especially valuable."

OZARK COUNTRYMAN, Springfield, Missouri: Monthly. Devoted to the natural resources of the Ozark country of Missouri and Arkansas, "is in the market for articles on farm management, poultry, dairying and horticulture."

PACIFIC RURAL PRESS, San Francisco, Calif.: Weekly. Uses articles on California subjects and buys seasonable stories. Uses a serial story with rural background, not over thirty thousand words.

PENNSYLVANIA FARMER, 214 South 12th Street, Philadelphia, Pa.: Weekly. Prefers articles of from 600 to 1,200 words on practical and timely agricultural subjects. Has no immediate use for short stories, serials, verse or jokes. Illustrated articles are preferred. Separate photographs of rural subjects are purchased.

POWER FARMING, St. Joseph, Mich.: Monthly. Uses articles up to 3,000 words dealing with the use of mechanical power in farming from the practical standpoint. To be available these articles must give specific information and tell of successful results accomplished by power driven machinery.

PRACTICAL FARMER, Philadelphia, Pa.: Semi-monthly. Uses articles up to 1,000 words in length which deal with practical experiences which may be helpful to others.

PRAIRIE FARMER, 223 W. Jackson Boul., Chicago, Ill.: Fortnightly. Does not care for any material of a general nature such as is done by average hack agricultural writer. Desires contributions from men who understand scientific agriculture and from practical farmers. Likes concise, interesting write-ups of the successes of individual farmers with certain methods or in certain lines of work. Such articles preferably should deal with experiences in Illinois or Indiana.

PROFITABLE FARMING, St. Joseph, Mo.: Semi-monthly. "Prefers articles of from 500 to 1,500 words on farming, hunting, fishing, livestock, bees, poultry, fruit-growing, etc. Uses no fiction or short stories except hunting and fishing tales. Buys photographs of livestock, farm scenes, and hunting and fishing scenes."

PROGRESSIVE FARMER, Raliegh, N. C.: Weekly. This publication issues editions dated at various Southern and Southwestern points. Uses practical articles dealing with all topics of interest to Southern agriculturists.

RURAL NEW YORKER, 333 W. 30th Street, New York City: Weekly. Purchases occasional good photographs of especial interest and value. Has a department once each month edited by women for women, and as much as possible by farm women for farm women. Uses a serial and holiday fiction.

RURAL WORLD AND WESTERN EMPIRE, Los Angeles, Calif.: Monthly. Uses agricultural or horticultural articles pertaining strictly to California conditions, and industrial articles on development and on the subject of making a living in California.

SOUTHERN AGRICULTURIST, Nashville, Tenn.: Semi-monthly. Will consider briefs on all phases of farm work or life of special interest to Southern farmers.

SOUTHERN FARM AND DAIRY, Bryan, Texas: Semi-monthly. Uses illustrated articles giving definite information of interest to farmers who grow crops, and keep any kind of live stock.

SOUTHERN FRUIT GROWER, Chattanooga, Tenn.: Uses practical articles from growers of fruits and vegetables, especially "success" stories, giving actual experiences. These must deal with the Southern portions of the United States. Uses no general articles, but wants those which contain specific information. Uses a little verse.

SOUTHERN RURALIST, Atlanta, Georgia: Semi-monthly. Uses brief contributions of a special sort, which will give the Southern farmer authoritative, practical aid. Nothing abstract desired. Uses letters on "What Farmers are Doing", which record the actual farm work of Southern farmers, descriptions of farm mechanical short-cuts and devices; and offers each month prizes amounting to \$20.00 for 1,000 word articles on announced subjects.

STAR, Kansas City, Mo.: Weekly. Articles based on personal experience, on the following subjects:

Orchard Heating, Spraying, Fruit Growing and Marketing, Poultry and Fruit as a combination, and Home Management. Photographs should accompany articles.

SUCCESSFUL FARMING, Des Moines, Iowa: Monthly. Uses material of interest to farm dwellers; practical articles on Central West agriculture; short stories. Prefers manuscripts under 3,000 words — about 1,000 preferred — with material for illustration wherever possible.

SYSTEM ON THE FARM, Chicago, Ill.: Monthly. Uses articles setting forth the personal experiences of farmers in such manner that they will be of help to others. These should be told in the first person, and be intensely practical. Photographs are used if essential to the text.

UP-TO-DATE FARMING, 227 West Washington Street, Indianapolis, Ind.: Semi-monthly. "A farmer's business paper. Its aim is to aid the farmer to make two dollars where he used to make one. Has departments 'The Home on the Farm' and 'The Kitchen Cabinet.' "

VEGETABLE GROWER, Boyce Bldg., Chicago, Ill.: Monthly. Uses articles dealing with vegetable growing, broad enough to interest not only the commercial market gardener and truck grower, but that will also prove of assistance to the general farmer who takes an interest in the growing of vegetables.

WALLACE'S FARMER, Des Moines, Iowa: Weekly. Devoted to "good farming, clear thinking and right living." Uses general high class agricultural material

and has a boy's department using short stories up to 2,000 words, and general high class material that will interest boys.

WESTERN FARM LIFE, Denver, Col.: Semi-monthly. Might use short stories — exclusively Western — illustrated, not to exceed 1,000 words. Purchases some photographs of poultry, dairy and farm scenes.

WESTERNER, Seattle, Wash.: Monthly. Uses articles dealing with farming in the West, if illustrated, short stories of western life with lots of heart interest, and photographs of current events on the Pacific Coast.

WISCONSIN FARMER, Madison, Wis.: Weekly. Uses general agricultural articles pertaining to that section, material relating to the farm home, and for a woman's department.

EDUCATIONAL JOURNALS

We give herewith a brief list of educational journals, the majority of which at least make some compensation for accepted manuscripts. As a rule, however, educational journals have rather a limited circulation and consequently are not able to pay very liberally for material. Many of them expect contributions gratis, for "the good of the cause."

In submitting work to the educational publications it should be borne in mind that everything should be of a strictly practical and informative nature, such as will help teachers in their school room work, or help solve problems of administration, etc. The exception to this is that several of them use material for the little folks in the way of very short stories, verse, playlets, etc., with which teachers in the primary grades may keep their charges interested.

AMERICAN EDUCATION, Albany, New York: Monthly. (Except July and August.) A journal mainly devoted to short articles that would be directly helpful to the teacher in the school room.

AMERICAN PENMAN, 30 Irving Place, New York: Monthly. Not merely devoted to penmanship, as its name would indicate, but dealing generally with the subject of commercial education. Is planned to be of value to commercial schools as well as other public and

private schools. Uses articles which deal with all phases of business regarding which instruction is given in the best commercial schools and in high schools, colleges and universities.

AMERICAN SCHOOL BOARD JOURNAL, Milwaukee, Wis.: Monthly. Deals broadly and specifically with the many problems that confront the school board. These include building plans and contracts, the administration of the buildings and the school work, financing and accounting, etc.

EDUCATION, 120 Boylston St., Boston, Mass.: Monthly. Uses articles on the betterment of school life and conditions. These may concern schools of all grades and types. The social-educational aspect must be emphasized in articles. Occasionally verses are purchased.

EDUCATIONAL FOUNDATIONS, 31 East 27th St., New York: Monthly. Is a magazine of pedagogy and treats of methods, educations and results.

EDUCATOR JOURNAL, Indianapolis, Indiana: Monthly. Uses articles, items of school news, etc. Manuscripts should be sent to George L. Roberts, editor, Lafayette, Indiana.

ELEMENTARY SCHOOL JOURNAL, Menasha, Wis.: Monthly. Occasionally purchases accurate and first hand records of educational experiences and investigations.

HOME AND SCHOOL VISITOR, Greenfield, Ind.: Monthly. An educational journal using short stories up

to 1,500 words that will interest children, and items and brief articles of help to teachers.

INDUSTRIAL ARTS MAGAZINE, 129 Michigan St., Milwaukee, Wis.: Monthly. Is in need of articles on vocational and industrial education and guidance. Uses problems in the various crafts of the vocational school.

JUNIOR INSTRUCTOR MAGAZINE, 807 Fine Arts Bldg., Rochester, N. Y.: Uses bed-time stories for young children, not exceeding 800 words. Also true accounts regarding the teaching of very young children to make things with their hands and to be useful in the home.

KINDERGARTEN-PRIMARY MAGAZINE, Manistee, Mich.: Monthly. Planned to help teachers of the kindergarten and primary grades, and for mothers in the home training and teaching of children. Uses short articles covering the above; also very short stories and verse for little children.

MANUAL TRAINING MAGAZINE, Peoria, Ill.: Monthly (except July and August). Buys illustrated articles on manual training especially from teachers, when suited to its needs.

MIDLAND SCHOOLS, Youngerman Bldg., Des Moines, Ia.: Monthly (except July and August). Uses material interesting or helpful to school teachers. Occasional health playlets.

NEW MEXICO JOURNAL OF EDUCATION, Santa Fe, N. Mex.: Monthly (except July and August).

Uses educational and archaeological articles and southwestern verse.

NORMAL INSTRUCTOR-PRIMARY PLANS, 807
Fine Arts Bldg., Rochester, N. Y.: Monthly. An educational magazine planned to assist teachers of the primary grades. Uses short, practical articles dealing with school methods. Also bright, attractive material of educational value for all children of school age. Plays, exercises and verse for school use. All material should be so written that it will both interest and teach, and at the same time, so far as possible, inculcate the cardinal virtues. Uses verse suitable for recitations, and playlets for little children.

POPULAR EDUCATOR, 50 Bromfield St., Boston: Monthly. Educational articles. Practical articles that concern modern methods of teaching modern subjects. Also little plays, dialogues, pantomimes, and verse suitable for children to recite.

PRIMARY EDUCATION, 50 Bromfield St., Boston: Monthly. Brief stories which primary teachers may use in their work are often used. There is a department, "The Story Page," for which recitative poems and brief stories are desired; for the department, "Plays and Games," accounts of novel children's games are desired.

PROGRESSIVE TEACHER, Nashville, Tennessee: Monthly. (Except July and August.) Uses articles covering all branches of school work, including hygiene and manual training; also articles relating to the broader work of school development, the planning of school buildings, etc.

SCHOOL ARTS MAGAZINE, Worcester, Mass.: Monthly. A magazine for supervisors of drawing and manual training, and for grade teachers. It aims to acquaint instructors with fine examples of rendering in the varied arts of which it treats, and to show them how to correlate their work with other subjects in the curriculum. Is always ready to buy problem articles, designed to meet the requirements of the special student in drawing and mental training, be he quick or slow.

SCHOOL EDUCATION, Minneapolis, Minn.: Monthly except July and August. Novel ideas for its Primary Department, short, novel nature articles, brief items for a department "Moral Hygiene In Schools" and for its "Department of School Room Devices," brief articles in the line of teaching, practical photographs, and material for school entertainments.

SCHOOL WORLD, Farmington, Me.: Monthly (during school year). Uses very little purchased material. Occasionally a historical or biographical article from 5,000 to 9,000 words, but only by special arrangement. Short articles or stories of value to the teacher in her work, and to the child in its study, which includes play with the smaller children. Occasionally an essay that would be of special value or interest in school work. But mainly brief, practical articles relating to the everyday work of the school that may prove helpful to teachers, in all the grades.

PHOTO-PLAY JOURNALS

These do not furnish a very wide market for the general writer or miscellaneous contributor; much of the work used by them is of a professional or highly specialized nature, or is material that in the nature of things can be prepared only by those acquainted with the actual work and people of the theatre and the screen.

Many of the publications use personality articles with illustrative material that will help to make the readers know more intimately actors, playwrights, and others connected with the screen and the drama; and articles describing the work of production, life in the studios, and news items of happenings in the moving picture field.

A few use short stories dealing preferably with the drama or moving picture life, and short stories and verse with the same angle.

As we do not consider this as a whole a very profitable field for the general writer we offer the following merely as a suggestive list, and would advise a careful study of each publication before sending any manuscripts for acceptance.

CINEMA ART, 1830 Arch St., Philadelphia, Pa.:
Monthly.

DRAMATIC MIRROR, 133 West 44th St., New York:
Monthly. Devoted to the stage and to the people and

work of the moving pictures. Personality and special articles along these lines are used.

FILM FUN, 627 43rd St., New York: Monthly.

MOTION PICTURE CLASSIC, 175 Duffield St., Brooklyn, New York: Monthly. Uses short fiction and general articles pertaining to the screen people. Verse pertaining to the same interests.

MOTION PICTURE MAGAZINE, 175 Duffield St., Brooklyn, N. Y.: Monthly. General articles pertaining to the screen; special informative articles regarding players, methods of work, the screen studios, etc.

MOVIE WEEKLY, 119 W. 40th St., New York: Weekly. Stories, true to life, of actual happenings in the movie field.

PANTOMIME, 914 World Bldg., New York: Weekly. A new publication using material especially in line with moving pictures. Short stories, serials, articles, not over 5,000 words, novelettes not over 10,000 words. Has a page devoted to movie children.

PHOTO DRAMA MAGAZINE, 15th St., Philadelphia, Pa.: Monthly. Uses all classes of material dealing with motion picture actors and the motion picture business.

PHOTODRAMATIST, 124 West 4th St., Los Angeles, Calif.: Monthly. Uses articles pertaining to motion pictures from the story and production angles.

PHOTO-PLAY MAGAZINE, 25 West 45th St., New York: Monthly. Uses a variety of material containing

motion picture interest, including stories dealing with domestic life, love, romance, adventure. Also humor, special articles and verse, all touching in some way upon screenland.

PICTURE PLAY MAGAZINE, 79 7th Ave., New York: Monthly. Does not use fiction. Uses articles with illustrations dealing with any aspect of the moving pictures or with moving picture actors and actresses.

SCREEN, 114 West 44th St., New York: Monthly. Motion picture material.

SCREENLAND, Markham Bldg., Hollywood, Calif.: Uses short verse, articles and fiction dealing intimately with screenland. It stresses satire and personality.

SHADOLAND, 175 Duffield St., Brooklyn, N. Y.: Monthly. Uses the general miscellany of the stage and of the moving picture business, with short stories or little plays based upon screen or stage life. Also, poems and short articles or humor for fillers which have the same slant.

PHOTO-PLAY MARKETS

There is no branch of the writing craft regarding which so much misinformation has been sent broadcast, as the writing of scenarios for moving picture producers. Preposterous stories have been told, from the very first launching of screen productions, as to the prices paid for scenarios and the fortunes that were to be earned even by the unpracticed and untrained writer. The consequence has been that thousands and thousands of manuscripts — indifferent, bad, and worse — have been produced by writers of all grades, and by many who only thought they were writers, and thrown in volume at the heads of producers. The deluge has been so great that in many offices little attempt has been made to read these. In others a hasty — and hopeless — examination has been given them.

Many writers have had an erroneous impression regarding the sort of material wanted and the form in which the script should be prepared. Ordinary, purposeless stories will not make attractive pictures. Features that are outstanding in an emotional and dramatic way are absolutely necessary to the successful moving picture. Detailed description of the setting of scenes, the appearance of the characters, costumes, furnishings, etc., are unnecessary. Get the story itself as plainly and briefly as possible before the scenario reader. If it appeals, the producer has all the machinery for working out the details more effectively than can be done by the writer.

Comparatively few amateur or general writers can

produce an acceptable picture-play. Most of them are now written by salaried experts, or by writers specially selected to produce a picture for a certain actor, or they are worked up from published material. If you have a story that you think will make a play, write it out as a **story** in the best manner possible, and then sell it to a good publication. If it has picture value, it will probably attract the attention of some producer, and then the rights can be sold him.

It would be well for intending writers to correspond with the companies before offering manuscripts. Tell them what you have to offer — very briefly — and endeavor to ascertain what they want. But keep in mind that if you do not have a story that is good enough to sell to some good periodical, the chances are all against it for a picture-play.

New producing concerns, and alleged buyers are starting up almost daily, and many writers have had unsatisfactory experiences with these temporary people. We do not encourage writers to experiment along this line of work, for we know the results to be often most unsatisfactory.

Following is given a short list of the more reliable concerns that buy material for moving picture plays. We say "material" advisedly, for times and customs change, and few producers care now to examine the elaborately worked-out "Scenario" upon which writers not long ago were spending much hard labor. The only thing necessary in submitting a script is to tell briefly and definitely the story. If the story is there, and it can be made available, the studio experts will put it into shape. But we wish to sound a word of caution against hopes that cannot be realized.

ALEXANDER FILM CORPORATION, 130 West 46th St., New York: Uses society dramas, but desires scenarios that show originality and that differ from the ordinary run of society picture plays.

ALL-STORY FILMS CORPORATION, 45 Pinehurst Ave., New York: The object of this company is to produce pictures which will appeal to the church, schools, and Chautauqua. It is stated that brief synopses of stories, historic or fictional, are desired, showing humanity in religion and everyday life.

AMBASSADOR PICTURES CORPORATION, 906 Girard St., Los Angeles, California.

AMERICAN FILM CO., INC., 6227 Broadway, Chicago, Illinois.

ASTRA FILM CORPORATION, Glendale, Calif.

ATLAS EDUCATIONAL FILM CO., 63 Adams St., Chicago.

CENTURY COMEDIES, 1600 Broadway, New York.

CHRISTIE FILM CO., Sunset Boul. & Gower St., Los Angeles, Calif. Produces two reel comedies with distinctive, concentrated plot and action.

CONSTANCE TALMADGE FILM CO., 318 East 48th St., New York: Uses five reel original farcical and domestic comedies.

COSMOPOLITAN PRODUCTIONS, 119 West 40th St., New York.

FAMOUS PLAYERS-LASKY CORPORATION, 485 Fifth Ave., New York: Uses five reel dramas of an emotional and society character.

FOX FILM CORPORATION, 10th Ave. & 55th St., New York: Uses five reel plays of intensely emotional or dramatic character.

GOLDWYN PICTURES CORPORATION, 469 Fifth Ave., New York: Uses society dramas, western stories and comedy dramas.

GRIFFITH PICTURES, Longacre Bldg., New York: A producer of big pictures. Prefers to have material submitted in brief synopsis form only.

INTERNATIONAL CHURCH FILM, 920 Broadway, New York: (Producer) Uses one reel comedies in which the fun does not depend upon vulgarity, and two or three reel dramas of a religious or secular nature.

J. STEWART BLACKTON PRODUCTIONS, INC., 25 West 45th St. New York.

K. HODDY PRODUCTIONS, 920 California Bldg., Los Angeles, California.

LOIS WEBER PRODUCTIONS, 6411 Hollywood Boul., Hollywood, Calif.: In the market for drawing room type of scenarios suitable for production by Miss Weber.

METRO PICTURES CORPORATION, 1540 Broadway, New York: Uses modern plays with strong dramatic or melodramatic theme. Prefers stories with an

American atmosphere, but does not want cowboy and Indian sort.

PANTHEON PICTURES CORPORATION, Ft. Henry, N. Y.

PARAMOUNT ARTCRAFT CORPORATION, 485 Fifth Ave., New York: General screen material of a wide variety and of the highest class.

PATHE PICTURES, 25 West 45th St., New York: Pays particular attention to current events.

REALART PICTURES CORPORATION, 469 Fifth Ave., New York.

ROBERT BRUNTON PRODUCTIONS, 5300 Melrose Ave., Los Angeles, California.

ROCKETT FILM CORPORATION, 229 Marham Bldg., San Francisco.

ROLAND WEST PRODUCING COMPANY, 236 West 55th St., New York: Miscellaneous scripts.

SELIG CO., Wabash Ave., Chicago: Five reel scripts of society with strong dramatic interest.

SELZNICK PICTURES CORPORATION, West Fort Lee, N. J.: Uses five reel scripts, preferably society plays which may be either dramatic and emotional, or done with a touch of humor.

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UNIVERSAL FILM CO., 1600 Broadway, New York:
Uses five reel scripts, preferably dealing with American life.

VITAGRAPH CO. OF AMERICA, East 15th St.,
Brooklyn, N. Y.: Uses five reel scripts of a dramatic character, and short comedies and slap stick humor.

SYNDICATES AND SYNDICATING

There is a constant demand from all classes of writers for information regarding syndicates, and the possibilities of syndicating (and the remuneration therefrom) of all sorts of literary material — fiction, articles, verse, humor. It seems at times as though writers were possessed with the idea that connection with a syndicate would be the one quick and certain road to fame and fortune.

A good deal of misinformation about this work has been broadcasted. Twenty years ago there were a few syndicates which purchased liberally all classes of what may be called magazine material, and built up clienteles of publications which would use a certain amount of material under contract for a certain time. Such arrangements enabled the syndicates to offer a comparatively stable markets to writers.

During recent years this work has undergone a considerable revolution. There are now two classes of syndicates — with a third adjunct which will be mentioned further on. The two classes are:

First: Established syndicating concerns which buy material and re-sell to newspapers, much in the old manner mentioned above: the class of material used has, however, been subject to much alteration. The stories now purchased are mainly very short ones — 1,000 words or less; items and paragraphs of interest to women, which

may be put under an especial heading and made to appear as a "feature" — 500 words or less; little articles upon events and topics of the day; little sermons or moral essays put into original form to catch the attention of "the man in the street;" stories for small children; rhymes and jingles.

All of this material is demanded in short and compact form, preferably to occupy not more than five or six hundred words of space; and preferably so arranged that it may run in a series or as a continuing feature.

Compensation is made in two ways; either by paying to the writer a percentage of the proceeds, or by direct purchase.

Much of this syndicate work is especially arranged for by the managers with writers who are practiced in producing "catchy" stuff. The material used is not of the solid magazine quality that was formerly demanded.

The compensation, except to well known writers is not usually very liberal. And it must be borne in mind that the expense in time, labor, postage, and stationery required for the sending out of such brief bits absorbs a large portion of the proceeds; consequently, we do not feel that this is a field greatly to attract the general writer.

Second: A number of metropolitan newspapers conduct their own syndicates in the following manner: They buy in the ordinary course of their work material for their special Saturday or Sunday magazine section. Using this themselves, they offer it also to various other newspapers with a release date to correspond with their own date of publication. The material used is practically of the same sort as that described above, but is possibly of a rather more stable quality. As a rule, writers who can make connection with one of these newspapers

would be apt to fare rather better than if depending upon the class of syndicates first named.

There are also other branches of syndicate work. Many publishers arrange with newspapers to publish novels in serial form. These are always copyrighted work, and may be new fiction just going to press, or that just has appeared; or old fiction upon which the copyright is still in effect. Sometimes these novels are edited or briefed for newspaper use so as to make a story of quicker action and more sensational style than in the original form.

Still another branch is that where the author syndicates his own work. This may be done profitably if the writer has really good newspaper material, knows how properly to present it to editors, and has sufficient capital and perseverance to make a thorough effort. Before undertaking this, however, it would be well for the author to obtain some knowledge of how a syndicate proposition is handled, the price he should ask for his material, the field that he should attempt to cover, etc.

It must be kept in mind that the majority of the syndicates, and of the individual newspapers as well, confine themselves largely to brief and catchy stuff intended more to attract the eye than the mind.

Now having shown the difficulties in the way of syndicating, and having endeavored to disabuse the minds of writers of fallacies regarding this field of work, we append a brief list of syndicates, of newspapers syndicating their own material, and of individual newspapers that might be open to arrangements with the individual writer.

SYNDICATES—GENERAL

ADAMS NEWSPAPER SERVICE, 8 West 40th St.,
New York: Does not purchase single articles or stories,

but uses material in series. Furnishes the Walt Mason and similar features. Writers should correspond before offering material.

AMERICAN PRESS ASSOCIATION, 225 West 39th St., New York: At last reports stated that they were overstocked, but are general buyers of material suitable for newspaper use, and which is supplied to newspapers throughout the country either in copy or in mats. Uses short and serial stories, and newspaper miscellany.

ASSOCIATED EDITORS, 35 North Dearborn St., Chicago, Ill.: Write that they are interested in all sorts of possible newspaper features, and make a specialty of material for boys and girls of school age. Issue The Boys and Girls Newspaper every week.

ASSOCIATED NEWSPAPERS, 170 Broadway, New York: Uses short fiction and small features that take up about a stickful of space.

BELL SYNDICATE, INC., 727 World Bldg., New York: Uses cartoons, brief and catchy articles, jokes and short stories.

INTERNATIONAL FEATURE SERVICE, INC., 727 7th Ave., New York: "We are in the market for short stories from 900 to 1200 words, human interest stories, love stories, and character sketches, and would be glad to receive manuscripts meeting with these requirements." (146)

McCLURE NEWSPAPER SYNDICATE, 45 West 34th St., New York: Uses short stories of not more than 1200 to 1400 words (still shorter ones are better) and short feature articles; frequently uses these in series.

NEWSPAPER FEATURE SERVICE, 241 West 58th St., New York: Uses the general run of newspaper stuff including short stories, both adult and juvenile, and short feature articles; also cartoons.

WESTERN NEWSPAPER UNION, Chicago, Ill.: This concern issues a plate service for country newspapers, but does not buy unsolicited material; writers having anything to offer should correspond before sending manuscripts.

WHEELER SYNDICATE, 373 Fourth Ave., New York: Uses all classes of newspaper material, including short stories, feature and general articles, juvenile stuff, and cartoons. Does not syndicate single articles, but desires material that can be run in series.

WORLD COLOR PRINTING CO., St. Louis, Mo.: Issues a complete Sunday Magazine section for newspapers, in which it uses general miscellany, including short fiction and articles, especial material for women, human interest stories and features designed to interest very small children.

SYNDICATES—CONDUCTED BY NEWSPAPERS

Among the individual newspapers which conduct a syndicate department are the Hearst papers, which work under the name of

AMERICAN WEEKLY MAGAZINE, 2 Duane St., New York.

CHICAGO TRIBUNE SYNDICATE, address care of Daily News, 25 Park Place, New York) which uses the general newspaper miscellany for a magazine section, especially good short stories.

HERALD SYNDICATE, New York: The same sort of service as indicated above for the Chicago Tribune Syndicate.

INQUIRER SYNDICATE, 1125 Market St., Phila.: A general service giving special attention to a children's department..

NORTH AMERICAN SYNDICATE, North American Bldg., Philadelphia: Operates a general newspaper service.

PHILADELPHIA PRESS SYNDICATE, Philadelphia: Syndicates material used in the Sunday edition of the Philadelphia Press.

PUBLIC LEDGER SYNDICATE, Independence Square, Philadelphia: Uses exceptionally good material along the above lines.

WORLD SYNDICATE, Pulitzer Bldg., New York: Uses the general run of newspaper material.

NEWSPAPERS: WHICH MAY BUY INDIVIDUAL OR SYNDICATED CONTRIBUTIONS

Not all newspapers use syndicate material, and not all buy individual contributions. But it safely may be said that all daily newspapers in cities of fifty thousand or more inhabitants may buy material either syndicated or individual. Consequently, writers who wish to syndicate their own stuff have a wide field in which to operate. For their use we append herewith a list of the more prom-

inent newspapers of the country. We do not assert that all these buy miscellaneous contributions, but the majority of them will do so if anything is offered that they want.

Writers who are offering work individually to newspapers (not attempting to syndicate it) will do well first to endeavor to form connection with papers of their own section. While the needs of these, if in comparatively small cities, will not be as great as the needs of the large metropolitan journals, it is to be remembered that they do not have so much stuff offered and so the chances for acceptance are even better.

Most syndicates do not care to consider single manuscripts or occasional contributions. Series of short articles, each seldom more than 1,000 words in length, short feature material like bed-time stories, health, new-thought, or inspirational essays, cartoons, comics, etc., not less than twelve to a series, are in demand. Arrangements for most syndicate material are made in advance, so that writers having syndicate work in mind should explain their plans, sending at the same time a sample article or two. Syndicates often desire a commission arrangement, in which case the author usually receives 50 per cent. of the gross receipts.

AMERICAN DAILY STANDARD, 215 W. Superior St., Chicago, Ill.: Is a new evening newspaper using fiction of a good quality; has a juvenile department for youths.

NEW YORK EVENING POST, AND EVENING JOURNAL, both use considerable miscellany in their Saturday editions. This material partakes of a general magazine character.

NEWSPAPERS BY STATES

Evening papers are indicated by asterisks (*); others are morning newspapers. If there is a Sunday edition this is indicated by (s).

ALABAMA

BIRMINGHAM
Age Herald
Ledger (*)
News (* s)

MOBILE
News-Item (* s)
Register (s)

MONTGOMERY
Advertiser (s)
Journal (* s)
Times (* s)

ARIZONA

PHOENIX
Arizona Gazette (*)
Arizona Republican(s)

ARKANSAS

FORT SMITH
Southwest American
(s)
Times-Record (* s)

LITTLE ROCK
Arkansas Democrat (*)
Arkansas Gazette (s)

CALIFORNIA

FRESNO
Herald (*)
Republican (s)

LOS ANGELES
Examiner (s)
Express (*)
Herald (*)
Record (*)
Times (s)

OAKLAND
Enquirer (*)
Tribune (* s)

PASADENA
Star-News (*)

SACRAMENTO
Star (*)
Union (s)

SAN DIEGO
Sun (*)
Tribune (*)
Union (s)

SAN FRANCISCO
Bulletin (*)

CALIFORNIA — Cont.

Call and Post (*)
 Chronicle (s)
 Examiner (s)
 News (*)

SAN JOSE
 Mercury-Herald (s)
 STOCKTON
 Record (*)

COLORADO

DENVER
 Express (*)
 Rocky Mountain
 News (s)
 Post (* s)
 Times (*)

PUEBLO
 Star-Journal (* s)

CONNECTICUT

BRIDGEPORT
 Post (* s)
 Standard-Telegram

HARTFORD
 Courant (s)
 Post (*)
 Times (*)

NEW HAVEN
 Journal-Courier
 Register (* s)
 Times-Leader (*)
 Union (* s)

NORWICH
 Bulletin

WATERBURY
 American (*)
 Republican (s)

DELAWARE

WILMINGTON
 Every Evening (*)
 Journal (*)
 News

DISTRICT OF COLUMBIA

WASHINGTON
 Herald (* s)
 Post (s)
 Star (* s)
 Times (* s)

FLORIDA

JACKSONVILLE
 Florida Metropolis (*)
 Florida Times-Union
 (s)

TAMPA
 Times (*)
 Tribune (s)

GEORGIA

ATLANTA
 Constitution (s)
 Georgian (* s)
 Journal (* s)

AUGUSTA
 Chronicle (s)
 Herald (* s)

COLUMBUS
 Enquirer-Sun (s)
 Ledger (* s)

MACON
 News (* s)
 Telegraph (s)

SAVANNAH
 News (s)
 Press (*)

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IDAHO

BOISE
Capital News (* s)
Idaho Statesman (s)

ILLINOIS

AURORA
Beacon-News (* s)

BLOOMINGTON
Bulletin (* s)
Pantagraph

CHAMPAIGN
Gazette (*)
News (* s)

CHICAGO
American (*)
Herald and Examiner
(s)
Journal (*)
News (*)
Tribune (s)

DECATUR
Herald (s)
Review (* s)

EAST ST. LOUIS
Journal (* s)

FREEPOR T
Journal-Standard (*)
JOLIET
Herald-News (* s)

LA SALLE
Post (*)

MOLINE
Dispatch (*)

PEORIA
Journal (* s)
Star (* s)
Transcript (s)

QUINCY

Herald (*)
Journal (*)
Whig (s)

ROCKFORD
Register-Gazette (*)
Republic (*)
Star (s)

ROCK ISLAND
Argus (*)
Union (* s)

SPRINGFIELD
Illinois State Journal
(s)
Illinois State Register
(s)

STERLING
Gazette (*)

INDIANA

ANDERSON
Bulletin (*)
Herald (s)

ELKHART
Truth (*)

EVANSVILLE
Courier (s)
Journal-News (* s)
Press (*)

FORT WAYNE
Journal-Gazette (s)
News and Sentinel (*)

HAMMOND
Lake County Times (*)

INDIANAPOLIS
Indiana Times (*)
News (*)
Star (s)

INDIANA—Cont.

KOKOMO	Herald (*)
Dispatch (s)	COUNCIL BLUFFS
Tribune (*)	Nonpareil (*)
	Nonpareil (s)
LAFAYETTE	DAVENPORT
Courier (*)	Democrat and Leader
Journal (s)	(* s)
LOGANSFORT	Times (*)
Pharos-Reporter (*)	DES MOINES
Tribune (s)	Capital (*)
MARION	News (* s)
Chronicle (*)	Register (s)
Leader-Tribune (s)	Tribune (*)
MUNCIE	DUBUQUE
Press (*)	Telegraph-Herald (*)
Star (s)	Telegraph-Herald (s)
RICHMOND	Times-Journal (* s)
Item (s)	KEOKUK
Paladium and Sun- day Telegram (*)	Gate City and Con- stitution-Democrat
(*)	(*)
SOUTH BEND	MARSHALLTOWN
News-Times (s)	Times-Republican (*)
News-Times (*)	OTTUMWA
Tribune (*)	Courier (*)
TERRE HAUTE	Review (*)
Post (*)	SIOUX CITY
Star (s)	Journal (s)
Tribune (* s)	Journal (*)
	Tribune (*)

IOWA

BURLINGTON	WATERLOO
Gazette (*)	Courier and Reporter
Hawk Eye (s)	(*)
CEDAR RAPIDS	Times-Tribune (s)
Gazette (*)	
Republican (s)	
Times (*)	KANSAS
CLINTON	ATCHISON
Advertiser (*)	Globe (*)

KANSAS—Cont.

HUTCHINSON
 Gazette (s)
 News (*)
 LEAVENWORTH
 Post (*)
 Times (s)
 PITTSBURG
 Headlight (*)
 TOPEKA
 Capital (s)
 State Journal (*)
 WICHITA
 Beacon (*)
 Eagle (s)

KENTUCKY

COVINGTON
 Kentucky Post (*)
 LEXINGTON
 Herald (s)
 Leader (* s)
 LOUISVILLE
 Courier-Journal (s)
 Herald (s)
 Post (*)
 Times (*)

OWENSBORO
 Inquirer (* s)
 Messenger (s)

PADUCAH
 News-Democrat (s)
 Sun (*)

LOUISIANA

NEW ORLEANS
 Item (* s)
 States (* s)
 Times-Picayune (s)

SHREVEPORT
 Journal (*)
 Times (s)

MAINE

AUGUSTA
 Kennebec Journal

BANGOR
 Commercial (*)
 News

LEWISTON
 Journal (*)
 Sun

PORTRLAND
 Express and Adver-
 tiser (* s)
 Press (s)

WATERVILLE
 Sentinel

MARYLAND

BALTIMORE
 American (s)
 News (* s)
 Star (*)
 Sun (s)
 Sun (*)

CUMBERLAND
 News
 Times (*)

MASSACHUSETTS

BOSTON
 American (* s)
 Globe (s)
 Globe (*)
 Herald (s)
 Post (s)
 Record (*)

MASSACHUSETTS—Cont.

Transcript (*)	NORTHAMPTON
Traveler (*)	Hampshire Gazette (*)
BROCKTON	Herald (*)
Enterprise (*)	PITTSFIELD
Times (*)	Berkshire Eagle (*)
FALL RIVER	SALEM
Globe (*)	News (*)
Herald (*)	SPRINGFIELD
News (*)	News (*)
GLOUCESTER	Republican (s)
Times (*)	Union (s)
HAVERHILL	Union (*)
Gazette (*)	TAUNTON
HOLYOKE	Gazette (*)
Telegram (*)	WORCESTER
Transcript (*)	Gazette (*)
LAWRENCE	Post (*)
Eagle	Telegram (s)
Telegram (*)	MICHIGAN
Tribune (*)	ADRIAN
LOWELL	Telegram (*)
Courier-Citizen (*)	ANN ARBOR
Sun (*)	Times News (*)
LYNN	BATTLE CREEK
Item (*)	Enquirer and News
Telegram-News (* s)	(s)
MALDEN	Moon-Journal (*)
News (*)	News (*)
NEW BEDFORD	BAY CITY
Mercury	Times-Tribune (*)
Standard (* s)	DETROIT
Times (* s)	Free Press (s)
NEWBURYPORT	Journal (*)
News and Herald (*)	News (* s)
NORTH ADAMS	Times (*)
Transcript (*)	FLINT
	Journal (*)

MICHIGAN—Cont.

GRAND RAPIDS

Herald (s)

News (*)

Press (*)

HILLSDALE

News (*)

HOUGHTON

Mining Gazette

JACKSON

Citizen-Patriot (*)

KALAMAZOO

Gazette (* s)

LANSING

State-Journal (*)

MUSKEGON

Chronicle (*)

PONTIAC

Press (*)

PORT HURON

Times-Herald (*)

SAGINAW

News-Courier (*)

TRAVERSE CITY

Record-Eagle (*)

MINNESOTA

CROOKSTON

Times (*)

DULUTH

Herald (*)

News Tribune (s)

MANKATO

Free Press (*)

MINNEAPOLIS

Journal (*s)

News (*)

Tribune (s)

Tribune (*)

ST. PAUL

Dispatch (*)

News (* s)

Pioneer Press (s)

MISSISSIPPI

JACKSON

Clarion-Ledger (s)

News (* s)

MERIDIAN

Star (* s)

MISSOURI

HANNIBAL

Courier-Post and
Journal (*)

JOPLIN

Globe (s)

News-Herald (* s)

KANSAS CITY

Journal (s)

Post (* s)

Star (* s)

Times

SPRINGFIELD

Leader (* s)

Republican (s)

ST. JOSEPH

Gazette (s)

News-Press (*)

ST. LOUIS

Globe-Democrat (s)

Post-Dispatch (* s)

Republic (s)

Star (*)

Times (*)

MONTANA

ANACONDA
Standard (s)

BILLINGS
Gazette (s)

BUTTE
Miner (s)
Post (*)

GREAT FALLS
Tribune (s)

NEBRASKA

FREMONT
Tribune (*)

HASTINGS
Tribune (*)

LINCOLN
Star (* s)
State Journal (* s)

NORFOLK
News (*)

OMAHA
Bee (s)
Bee (*)
News (* s)
World-Herald (s)
World-Herald (*)

NEVADA

RENO
Gazette (*)
Nevada State Journal
(s)

NEW HAMPSHIRE

MANCHESTER
Leader (*)
Union

NEW JERSEY

ASBURY PARK
Press (* s)

ATLANTIC CITY
Gazette-Review
Press

BAYONNE
Times (*)

BRIDGETON
News (*)

CAMDEN
Courier (*)
Post-Telegram (*)

ELIZABETH
Journal (*)
Times (*)

HACKENSACK
Record (*)

HOBOKEN
Hudson Observer (*)

JERSEY CITY
Hudson Observer (*)
Jersey Journal (*)

NEWARK
Ledger (s)
News (*)
Star-Eagle (*)

NEW BRUNSWICK
Home News (s)

PASSAIC
Herald (*)
News (*)

PATERSON
Call
News (*)
Press-Guardian (* s)

NEW JERSEY — Con.

PERTH AMBOY

News (*)

PLAINFIELD

Courier-News (*)

TOWN OF UNION

(Weehawken P. O.)

Hudson Dispatch

TRENTON

State Gazette

Times (* s)

NEW MEXICO

ALBUQUERQUE

Journal (s)

NEW YORK

ALBANY

Argus (s)

Journal (*)

Knickerbocker Press

(s)

Times-Union (*)

AUBURN

Citizen (*)

BATAVIA

News (*)

BINGHAMTON

Press and Leader (*)

BROOKLYN

Citizen (* s)

Eagle (* s)

Standard Union (* s)

Times (*)

BUFFALO

Commercial (*)

Courier (s)

Enquirer (*)

Express (s)

News (*)

Times (*)

CORNING

Leader (*)

ELMIRA

Advertiser

Herald (*)

Star-Gazette (*)

GENEVA

Times (*)

GLENS FALLS

Post-Star

Times-Messenger (*)

GLOVERSVILLE

Herald

Leader-Republican (*)

HORNELL

Tribune-Times (*)

ITHACA

Journal (*)

JAMESTOWN

Journal (*)

Post

LOCKPORT

Union-Sun and Journal

(*)

LONG ISLAND CITY

Star (*)

MIDDLETOWN

Times-Press (*)

MT. VERNON

Argus (*)

NEWBURGH

News (*)

NEW YORK CITY

American (s)

NEW YORK — Con.

Herald (s)	TROY
Journal (*)	Record
Mail (*)	Record (*)
Post (*)	Times (*)
Sun (s)	UTICA
Sun (*)	Herald-Dispatch (*)
Telegram (*)	Observer (*)
Telegraph (s)	Press
Times (s)	WATERTOWN
Tribune (s)	Standard (*)
World (s)	Times (*)
World (*)	YONKERS
NIAGARA FALLS	Herald (*)
Gazette and Journal	
(*)	

ONEONTA	ASHEVILLE
Star	Citizen
POUGHKEEPSIE	Times (* s)
Eagle-News	CHARLOTTE
Star and Enterprise	News (* s)
(*)	Observer (s)

ROCHESTER	DURHAM
Democrat and	Herald (s)
Chronicle (s)	Sun (*)
Herald (s)	
Post Express (*)	
Times-Union and	
Advertiser (*)	

ROME	GREENSBORO
Sentinel (*)	News (s)

SCHENECTADY	RALEIGH
Gazette	News and Observer (s)
Union-Star (*)	Times (*)
SYRACUSE	
Herald (* s)	
Journal (*)	
Post-Standard (s)	

NORTH CAROLINA

ASHEVILLE	
Citizen	
Times (* s)	
CHARLOTTE	
News (* s)	
Observer (s)	
DURHAM	
Herald (s)	
Sun (*)	
GREENSBORO	
News (s)	
RALEIGH	
News and Observer (s)	
Times (*)	

NORTH DAKOTA

FARGO	
Courier-News (s)	
Forum (*)	
GRAND FORKS	
Herald (s)	
Herald (*)	

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OHIO

AKRON	LIMA
Beacon Journal (*)	News (* s)
Press (*)	Republican-Gazette (s)
Times (*)	Times-Democrat (*)
ALLIANCE	LORAIN
Review and Leader (*)	Times-Herald (*)
ASHTABULA	MANSFIELD
Star and Beacon (*)	News (*)
CAMBRIDGE	MARION
Jeffersonian (*)	Star (*)
CANTON	MARTIN'S FERRY
News (* s)	Times (*)
Repository (* s)	MASSILLION
CINCINNATI	Independent (*)
Commercial Tribune (s)	NEWARK
Enquirer (s)	Advocate (*)
Post (*)	American Tribune (*)
Times-Star (*)	PORTSMOUTH
CLEVELAND	Times (*)
News (* s)	SANDUSKY
Plain Dealer (s)	Register (s)
Press (*)	Star-Journal (*)
COLUMBUS	SPRINGFIELD
Citizen (*)	News (* s)
Dispatch (* s)	Sun (s)
Ohio State Journal (s)	STEUBENVILLE
DAYTON	Herald-Star (*)
Herald (*)	TOLEDO
Journal (s)	Blade (*)
News (* s)	News-Bee (*)
ELYRIA	Times (s)
Chronicle-Telegram (*)	XENIA
FINDLAY	Gazette (*)
Republican	Republican

OHIO—Cont.

YOUNGSTOWN
Telegram (*)
Vindicator (* s)

ZANESVILLE
Signal (*)
Times Recorder

OKLAHOMA

GUTHRIE
Leader (*)

MUSKOGEE
Phoenix (s)
Times-Democrat (*)

OKLAHOMA CITY
Oklahoman (s)
Oklahoma News (*)
Pointer (s)

TULSA
Democrat (*)
World (s)

OREGON

PORTLAND
News (*)
Oregonian (s)
Oregon Journal (* s)
Telegram (*)

PENNSYLVANIA

ALLENTOWN
Call
Chronicle and News
(*)
Democrat
Leader (*)

ALTOONA
Mirror (*)
Times
Tribune

BLOOMSBURG

Press

BRADFORD
Era

BUTLER
Eagle (*)

CHESTER
Times (*)

CONNELLSVILLE
Courier (*)

EASTON
Free Press (*)

ERIE
Dispatch (s)
Herald (* s)
Times (*)

GREENSBURG
Tribune (*)

HARRISBURG
News (*)
Patriot
Telegraph (*)

HAZLETON
Plain Speaker (*)
Standard-Sentinel

JOHNSTOWN
Democrat
Tribune (*)

LANCASTER
Intelligencer (*)
News-Journal
New Era (*)

LEBANON
News (*)
Report (*)

PENNSYLVANIA — Con.

MCKEESPORT	SOUTH BETHLEHEM
News (*)	Globe (*)
NEW CASTLE	UNIONTOWN
Herald (*)	Herald
News (*)	WASHINGTON
NORRISTOWN	Observer
Times (*)	WEST CHESTER
PHILADELPHIA	Local News (*)
Bulletin (*)	WILKES-BARRE
Inquirer (s)	News (*)
North American (s)	Record
Press (s)	Times-Leader (*)
Public Ledger (s)	WILLIAMSPORT
Public Ledger (*)	Gazette and Bulletin
Record (s)	Sun (*)
Star (*)	YORK
PITTSBURGH	Dispatch (*)
Chronicle Telegraph	RHODE ISLAND
(*)	PAWTUCKET
Dispatch (s)	Times (*)
Gazette Times (s)	PROVIDENCE
Leader (* s)	Bulletin (*)
Post (s)	Journal (s)
Press (* s)	Tribune (* s)
Sun (*)	WOONSOCKET
POTTSTOWN	Call-Reporter (*)
News	SOUTH CAROLINA
POTTSVILLE	CHARLESTON
Journal (*)	American (s)
Republican (*)	News and Courier (s)
READING	Post (*)
Eagle (* s)	COLUMBIA
News-Times	Record (* s)
Telegram (*)	State (s)
SCRANTON	
Republican	
Times (*)	

SOUTH CAROLINA—Cont.

GREENVILLE

News (s)
Piedmont (*)

SOUTH DAKOTA

ABERDEEN
American (s)
SIOUX FALLS
Argus-Leader (*)
Press (s)

TENNESSEE

CHATTANOOGA
News (*)
Times (s)
KNOXVILLE
Journal and Tribune
(s)
Sentinel (*)
MEMPHIS
Commercial Appeal
(s)
News Scimitar (*)
Press (*)

NASHVILLE
Banner (*)
Tennessean and
American (s)

TEXAS

AUSTIN
American (s)
Statesman (* s)
BEAUMONT
Enterprise (s)
Journal (* s)
DALLAS
Dispatch (*)
Journal (*)

News (s)
Times Herald (* s)

EL PASO
Herald (*)
Times (s)

FORT WORTH
Record (s)
Star-Telegram (* s)
GALVESTON
News (s)
Tribune (*)

HOUSTON
Chronicle (* s)
Post (s)
Press (*)

SAN ANTONIO
Express (s)
Light (* s)

TEMPLE
Telegram (s)

WACO
News-Tribune (s)
Times-Herald (* s)

UTAH

OGDEN
Standard (*)
SALT LAKE CITY
Deseret News (*)
Herald (s)
Telegram (* s)
Tribune (s)

VERMONT

BARRE
Times (*)
BURLINGTON
Free Press
News (*)

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VIRGINIA

BRISTOL
Herald-Courier (s)

DANVILLE
Bee (*)

HARRISONBURG
News-Record

LYNCHBURG
News (s)

NEWPORT NEWS
Press (s)
Times-Herald (*)

NORFOLK
Ledger-Dispatch (*)
Virginian-Pilot (s)

PETERSBURG
Index-Appeal (s)
Progress (*)

RICHMOND
Journal (*)
News Leader (*)
Times-Dispatch (s)
Virginian (s)

ROANOKE
Times (* s)
World-News (*)

WASHINGTON

BELLINGHAM
American-Reveille (s)
Herald (*)

EVERETT
Herald (*)
Tribune (s)

SEATTLE
Post-Intelligencer (s)
Star (*)
Times (*)

SPOKANE
Chronicle (*)
Press (* s)
Spokesman-Review (s)

TACOMA
Ledger (s)
News-Tribune (*)

WEST VIRGINIA

CHARLESTON
Gazette (s)
Mail (*)

CLARKSBURG
Exponent (s)
Telegram (* s)

FAIRMONT
Times
West Virginian (*)

HUNTINGTON
Advertiser (*)
Herald-Dispatch (s)

WHEELING
Intelligencer
News (* s)
Register (s)

WISCONSIN

BELoit
News (*)

EAU CLAIRE
Leader (s)
Telegram (*)

FOND DU LAC
Commonwealth (*)

GREEN BAY
Press-Gazette (*)

JANESVILLE
Gazette (*)

WISCONSIN—Cont.

LA CROSSE
Tribune and Leader-
Press (*)

MADISON
Wisconsin State
Journal (* s)

MILWAUKEE
Journal (* s)
Leader (*)
Sentinel (s)
Sentinel (*)

OSHKOSH
Northwestern (*)

RACINE
Journal-News (*)
Times-Call (*)

SUPERIOR
Telegram (*)

WYOMING

CHEYENNE
State Leader (s)
Wyoming State
Tribune (*)

THE TRADE PRESS

In order to give a clear idea of the scope of trade papers and the field that they offer to writers we will quote briefly from Mr. Frank Farrington's standard book on this subject, "Writing for the Trade Press" (published by James Knapp Reeve, Franklin, Ohio).

"In the classification 'Trade Press' are included all sorts of technical and business periodicals and many class journals. These cover practically all forms of manufacturing, buying and selling — essentially the field of business. There are between seven hundred and eight hundred so-called trade papers in the United States, with a large additional number in Canada, which are available as a market for the writer in either country.

"There is scarcely a branch of business activity that does not have its own periodicals. The trade press covers a wide field of publishing interests not generally known to the writer devoting his attention strictly to the field of popular literature.

"For the man or woman who likes to write here is a field that offers steady employment at satisfactory rates with the decided advantage for the one who has had experience in general literary work. The writer who has mastered the technique of literary construction and who is willing to go into the practical work connected with some line of business has an opportunity to become so superior a trade paper worker as to be able to reach the top in that line of work, when the same amount of effort and ability might not make him even a recognized regular contributor to a literary publication.

"There is a demand here, a very real demand, for people who know how to write, who understand the business represented by the trade paper for which they want to work.

"The trade press market is a great and a growing market, and offers a satisfactory return for intelligent effort and a permanent field for the writer who finds himself able to meet the demands of editors in the technical class."

In the lists below no attempt has been made to cover the whole field. We give representative journals in various classes with a brief indication of the material used. We wish to emphasize the fact that a writer should familiarize himself with the publication to which he wishes to contribute. The best success will be found by working along one definite line; preferably, of course, the line with which the writer is familiar. But a writer of ready intelligence and quick perception will find himself easily getting in touch with other lines, and thus be able to build up a wide and profitable clientele among these journals.

EXPERIENCES IN WRITING FOR THE TRADE PRESS

The trade paper field has been aptly termed the "literary kindergarten;" nevertheless there are certain rules and regulations even in a "kindergarten" that must be learned, either through personal experience or through the experiences and mistakes of those who have, by slow degrees, passed into the "first reader" class.

In writing for the trade press the first "lesson" to be learned is: Have something **definite** to say! For, whether a trade paper appeals to business men in general or to some one class in particular, the editors are a unit in seeking to give their readers, not an abstract, preachy

essay on "Success In Business," but a **concrete example** of Bill Smith's success in clearing out his surplus refrigerators in January to make room for his spring stock of sporting goods. A clear photograph of Bill pulling off this clever stunt lends an air of reality to the story and greatly enhances the value of the idea.

Druggists, furniture dealers — in fact merchants in every line — look to their favorite trade papers for examples of easier, better, more profitable ways of handling their business; and they want to read common-sense ideas, boiled down and told in a practical way with dollars-and-cents results. Everybody wants to be successful; everybody wants (and most folks need) to make more money; so the "how" and "why" of the other fellow's success is always in demand if only you understand your markets.

In seeking entrance to the trade paper field, for either steady or part-time work, the big thing is to get a start with a few of the better class publications. Keep sending to them regularly each month until their editors get to know you and expect you. Writing thus with a definite periodical in mind greatly increases the chances of acceptance.

Do not scorn an appointment as "representative" for a trade journal in your locality. It means more than it says. It means that your manuscripts will be considered before those of writers who are not regular contributors. Just as a grocer depends upon his regular customers to pay his rent and overhead, so does the editor prefer those regular contributors on whom he can depend.

GATHERING MATERIAL

The local merchants' daily newspaper ads form a prolific source of material for the trade press, and in fol-

lowing up these tips the alert writer is sure to unearth other good ideas for additional articles. Keep an eagle eye on the windows of the retail merchants, their store service, store arrangement, unusual side-lines, etc. The writer for the trade press would do well, also, to cultivate the acquaintance of the advertising managers in his home-town stores. Their business is to get all the free publicity they can for their employers, and they will be glad to explain the idea back of a certain advertising campaign, together with its results — financial and otherwise.

Do not rush frantically into print with each small item, fearing that it may get away; experience will teach you that a half-dozen related ideas bring a much better price if grouped in one article than if sold separately.

For gathering ideas, keep a number of large envelopes marked: "Grocery," "Drugs," "Hardware," "General," etc. Each day while the matter is fresh in mind, drop into the proper envelope any unusual advertisement clipped from the morning paper; or a leaf from a penny-pad on which is jotted a salesmanship idea, or some unusual service rendered in a store that day; in fact **anything** about a store that strikes you as unusual.

Then when six or eight ideas or items have accumulated in — say — the "Grocer" envelope, go shopping. And as your butter and pancake-flour are being wrapped, casually ask: "Mr. S—, how do you like your new doughnut machine? You must sell around a hundred dozen each day, don't you? And do you find that it stimulates trade in other lines — say coffee?" Or — "Mr. W—, I see you advertise motor oil. Certainly that is an unusual side-line for the grocery! How did you ever think of stocking that?" Imagine the expansive smile on the face of Mr. Grocer — or Mr. Head Clerk — as he relates his little successes! If he knew they were to appear later

in print he might get stage fright, so why tell him? Be merely "interested," and praise the idea in a tactful way, and the information always will come.

A large, labeled envelope for each class of material keeps similar ideas together, and it is much more satisfactory than a general notebook, where one must search the pages for related items. It is a good idea to save the clipped newspaper ads, even after the article is written, for the editors have an uncanny way of asking for proof.

AIDS TO ACCEPTANCE

How can one study the trade papers to get a line on their policy when they are not on sale at news stands? Send say ten cents with a request for any back number. Then submit an article (or two or three) until one is accepted. Soon the editor will send copies, or put you on the free contributors' list. The busy editor is coming to realize that it saves his time when a contributor knows what has already been used and thus avoids the hit-and-miss submission of manuscripts.

Querying the trade paper editor is an excellent idea if tactfully done, and you will find him open to suggestion if you have anything to offer. Always enclose stamped, addressed envelope and you will seldom fail to receive a courteous reply. If the editor says he is interested in the outline of the article suggested, send it to him with a short note referring to his approval of the outline. This note recalls the details to his mind and serves as a sort of introduction, and he probably thinks: "Yes, the outline sounded interesting. Let's see what the article has to offer." Much postage and time are saved by querying the editor in advance, and often his: "Sounds interesting. Let's have a look at it," practically means an acceptance.

Either a good camera or the services of a commercial photographer is essential in writing for the trade press, as few articles nowadays will sell without illustrations. The commercial photographer and the writer can often work together to their mutual advantage.

Beware of letting your imagination run riot in — for instance — describing unique display racks in a certain grocery store, or a druggist's window trim that sold 1000 rolls of film in one afternoon. For the editor to whom the ideas are submitted is likely to come back with this: "We shall be glad to use your two articles, provided you can supply photographs of the devices you have described." Then what? Since imaginary things cannot be photographed, there is another sale lost. "Facts always, fancy never," is a good slogan for the trade paper writer.

SIMPLIFIED ACCOUNTS

Reduce your book-keeping to three simple essentials: (1) a day-book listing each day's output, with name of manuscript and name of market; (2) a small cash book that needs no explanation; and (3) a number of the cheapest kind of eleven-inch envelopes. The envelope beats the card index system in that it includes both the card index and a receptacle for the manuscript while it is "at home." Indexed on the back and filed alphabetically in a drawer you have simple but complete data in the same place with the manuscript.

The envelope may be lettered on the face, near one end:

"\$500 A MONTH FROM SMALL SIDE-LINE"

1000 words

	Retd.	Accep.	Paid
9-10-21 System Mag.	10-2-21		
10-3-21 Retail Ledger		10-28-21	\$

One envelope serves several manuscripts for, following a sale, a double line may be drawn beneath the final transaction, the title of a new manuscript written below and filed according to its initial letter.

ARCHITECTURE, BUILDING, AND
CARPENTRY, LUMBER, BRICK, STONE
AND CEMENT, AND THE INDUSTRIES
PERTAINING TO THE BUILDING TRADES

AMERICAN ARCHITECT, 243 West 39th St., New York.

AMERICAN BUILDER MAGAZINE, 1827 Prairie Ave., Chicago: Monthly. Uses practical articles upon carpentry and building. Articles descriptive of home furnishings made from wood. Also, authoritative papers, illustrated, on home building planning and furnishing, and feature articles of interest to architects, builders and contractors.

AMERICAN CONTRACTOR, 6 N. Michigan Ave., Chicago: Weekly. Does not buy manuscripts of any sort, but buys separate photographs.

AMERICAN STONE TRADE, 537 So. Dearborn St., Chicago: Monthly. Will use accounts of uses of stone in all kinds of construction work, and separate photographs of interest to the stone trade. Interesting architectural and sculptural photographs are especially desired. Is devoted particularly to the memorial and sculpture fields, and is interested in articles pertinent to the monument business.

ARCHITECTURE, 597 5th Ave., New York: Monthly.

ARCHITECTURE AND BUILDING, 23 Warren St., New York: Monthly. "We will consider all good technical manuscripts on architecture and building construction. We use architectural photographs."

ARCHITECTURAL FORUM, 85 Water St., Boston, Mass.: Monthly.

ARCHITECTURAL RECORD, 119 W. 40th St., New York: Monthly. Uses illustrated articles which describe the work of architects, accounts of distinctive and significant architectural movements are desired. Buys prints of architectural subjects — exterior, interiors, bits of detail, etc.

BRICK & CLAY RECORD, 610 Federal St., Chicago: Semi-monthly. Uses technical articles and any other good, readable material, or anything pertaining to the brick and clay industry.

BUILDERS WEEKLY GUIDE, Baltimore: Weekly.

BUILDING AGE, 243 W. 39th St., New York: Monthly. Practical articles on building, with the names of architects and contractors, are purchased. Material on novel forms of building, house additions, etc., that present plans for builders to add to their incomes, written from a practical standpoint, are especially welcome.

BUILDINGS AND BUILDING MANAGEMENT, 139 No. Clark St., Chicago: Semi-monthly. Considers

articles and photographs. It is, however, difficult to give any sort of definite statement as to just what it can use. Publishes material along the lines of that used by SYSTEM, FACTORY, BUSINESS, etc., only its articles apply to the scientific and systematic management and operation of office buildings, new devices, methods of construction, etc.

CARPENTER, Carpenter Bldg., Indianapolis, Ind.: Monthly. For carpenters, stair builders, machine wood workers, planing mill men, and kindred industries. The official organ for the United Brotherhood of Carpenters and Joiners. It pays a fair space rate for brief practical articles.

CEMENT AND ENGINEERING NEWS, 22 Quincy St., Chicago: Monthly.

CLAY WORKER, 211 Hudson St., Indianapolis, Ind.: Monthly. Uses matter pertaining to any clay product or those engaged in the clay business. Cement products are not included in the above.

CONCRETE, Telegraph Bldg., Detroit: Monthly. Devoted to concrete construction and cement manufacture. "We are in the market for 'success stories' of concrete contractors. We could use half a dozen a month. Contributions may range in length from two hundred and fifty words to twenty-five hundred words with the preference for the seven hundred and fifty to one thousand word length. These should combine broad inspirational value with definite instructiveness. We want to tell the concrete contractor readers of Concrete how other concrete contractors made good. We want strong human interest

material built from actual experiences in the contracting field. The theme may involve the personality of the contractor, some pet scheme of organization of his work, unusual ideas of getting business, or some program of selectiveness in the kind of work he does, or any one of a number of factors in successful contracting."

GRANITE, MARBLE & BRONZE, 127 Federal St., Boston: Monthly. Uses occasional business development articles, articles descriptive of unique uses for concrete, marble and bronze, and occasional photographs.

HOUSE BEAUTIFUL, 41 Mt. Vernon St., Boston: Monthly. Uses articles of any moderate length on home building, gardening and interior decoration. It desires good photographs with each article.

IMPROVEMENT BULLETIN, Minneapolis, Minn.: Weekly.

KEITH'S MAGAZINE, Minneapolis, Minn.: Monthly. Though mainly devoted to illustrated articles dealing with house building, conducts departments dealing with the inside of the house, household economics, etc.

LUMBER, Wright Bldg., St. Louis: Weekly. Publishes each week two separate editions, one for retail dealers in lumber, and one for manufacturers. Purchases suitable photographs.

NATIONAL ARCHITECT, Crozer Bldg., Philadelphia, Pa.: Monthly.

NATIONAL BUILDER, 542 S. Dearborn St., Chicago: Monthly. "We are in the market for manuscripts of from eight hundred to twenty-five hundred words in-

cluding space for cuts, on building subjects. Illustrated articles preferred. We sometimes buy separate photographs and drawings."

PEPTIMIST, New Telegraph Bldg., Detroit, Mich.: Monthly. A magazine for building supply dealers. Uses merchandizing articles of interest to building supply dealers. They should preferably tell of the actual success experience of dealers in building supplies, giving names and places. Twenty-five hundred words is maximum length; five hundred words to a thousand words desirable. This magazine is not confined to the field of cement and concrete as is the magazine Concrete which is published by the same organization. Articles must be concise and snappy — a dash of human interest, a little humor, but behind them constructive information.

ROCK PRODUCTS, 542 So. Dearborn St., Chicago: Devoted to all problems of the rock producing industry.

AUTOMOBILES

The Automobile Journals are not very large buyers of miscellaneous contributions. The majority of them have their work supplied mainly by their own editorial force, or by regular staff correspondents through the territory in which they circulate. Still, if a writer has anything new to offer that is of interest to the automobile manufacturer, dealer, or user, and does his material up in compact and interesting manner, place usually can be found. If the article is of much length or importance it is well to correspond in advance.

ACCESSORY AND GARAGE JOURNAL, Pawtucket, R. I.: Monthly. Uses articles and photographs of practical value to dealers in automobile accessories and managers of commercial garages.

AMERICAN GARAGE AND AUTO DEALER, 116 So. Michigan Ave., Chicago: Monthly. Uses articles from 800 to 1,000 words in length on anything and everything pertaining to first class garage and to the selling of automobiles and their accessories; also buys photographs.

AMERICAN MOTORIST, Washington, D. C.

APROPOS (formerly Motor Vogue), 3230 Locust St., St. Louis, Mo.: Monthly. Uses technical and non-technical automobile notes and articles for both drivers and owners. Also, as fillers, short stories, humorous verse and jokes having to do with the automobile or motor car life.

AUTOMOBILE BUILDER, Cleveland, Ohio.

AUTOMOBILE DEALER AND REPAIRER, 71 Murray St., New York.

AUTOMOBILE JOURNAL, Pawtucket, R. I.: Semi-monthly. Uses only articles of practical interest to car owners and dealers. Mechanical suggestions, trade conditions, care of the car, etc.

AUTOMOBILE TOPICS, 1790 Broadway, New York.

AUTOMOBILE TRADE JOURNAL, Market & 49th Sts., Philadelphia.

AUTOMOTIVE ENGINEERING, 7 W. 29th St., New York.

AUTOMOTIVE INDUSTRIES, 239 W. 39th St., New York: Features industrial side of the automobile industry and devotes considerable space to descriptive articles on the industry, the status of leading cities in

the automobile business, and practical articles pertinent to the automobile.

BUFFALO MOTORIST, Buffalo, New York.

FORDOWNER, 505 Montgomery Bldg., Milwaukee, Wisc.: Monthly. Primarily published in the interest of Ford cars and Fordson Tractors, but uses material covering the field of all small cars. Wants experience articles in using, selling, and caring for small cars; short stories in which the Ford car is featured, are used. Also humor, automobile verse, and small light fillers are desired.

HOOSIER MOTORIST, Rochester, Ind.: Uses live stories pertaining to motordom; accounts of automobile camping trips, with photographs; large photographs of scenery with automobile in foreground, etc.; and technical motor articles on care, upkeep, etc.

MOTOR, 119 West 40th St., New York: Monthly. Uses general automobile material including practical articles on cars and their care and management; inventions and travel articles. Material should never be over 1,000 words and articles of information may be limited to 100 words. Stories with the automobile as a basis, are sometimes used, and may run to 2,000 words. Illustrations are desired.

MOTOR TRUCK, Pawtucket, R. I.: Deals mainly with practical use and working conditions of the motor truck.

MOTOR WORLD, 239 W. 39th St., New York: Monthly. Uses practical articles touching all business and manufacturing aspects of the motor car industry.

MOTORIST, Omaha, Nebr.: Uses accounts of motor tours, with illustrations, but mainly devoted to technical articles of practical value to automobile dealers and owners.

NORTHWESTERN TRACTOR AND TRUCK DEALER, Minneapolis, Minn.: Monthly. Uses articles of interest to automobile, tractor and truck dealers.

POWER WAGON, 544 Lake Shore Drive, Chicago, Ill.: Monthly. Uses articles up to 2,000 words; preferably illustrated, on new and unusual applications of commercial and industrial motor driven road vehicles. Buys photographs.

TRACTOR AND TRAILER, 220 West 42nd St., New York: Published especially for dealers.

BAKING, CONFECTIONERY, ICE CREAM AND SWEETS

BAKERS' & CONFECTIONERS' REVIEW, Los Angeles, California: Monthly.

BAKERS' HELPER, 327 LaSalle Street, Chicago: Monthly. "We are in the market for articles on improved methods of bakery operation. Prefer articles not over 1,500 words."

BAKERS' WEEKLY, 41 Park Row, New York: Weekly. Uses articles of practical value connected with the manufacture of both bread and crackers. Descriptions of plants, machinery, methods of work, handling of stock, etc.

CONFECTIONERS' JOURNAL, 411 Walnut Street, Philadelphia, Pa.: Monthly. Uses brief and to the point articles on merchandising methods, successful advertising, practical window displays, and other business matter of interest to the retail confectioner; also photographs of persons prominent in the confectionery field or of stores which have made a success of their confectionery; or of window displays which have been attracting attention.

CONFECTIONERY MERCHANDISING, 608 So. Dearborn St., Chicago.

ICE CREAM TRADE JOURNAL, 150 Nassau St., New York: Monthly.

INTERNATIONAL CONFECTIONER, 109 Lafayette St., New York: Monthly.

NATIONAL BAKER, 411 Walnut St., Philadelphia, Pa.: Monthly.

NEW SOUTH BAKER, 601 Empire Life Building, Atlanta, Ga.: Monthly.

NORTHWEST CONFECTIONER, 405 Broadway, Milwaukee, Wisc.

PACIFIC COAST GAZETTE, 330 Pacific Bldg., San Francisco, Calif.: Monthly. Devoted to the trade interests of master bakers, confectioners, restaurant and hotel men of the Pacific Coast, and invites articles of interest to the baking trade.

SWEETS, Hurt Bldg., Atlanta, Georgia: Monthly. Devoted to the confectionery trade and closely allied industries.

DRUGS, OILS, PAINTS, AND RELATED TRADES AND INDUSTRIES

AMERICAN DRUGGIST, 66 West Broadway, New York: Uses business articles written from the practical standpoint of experience; other general and specific articles touching upon the business of the druggist.

AMERICAN PAINT AND OIL DEALER, 411 No. 10th St., St. Louis, Mo.: Monthly. Uses articles of 1,500 to 2,000 words on cost accounting, bookkeeping, etc., advertising, salesmanship, window display and store service. Short stories, and series of articles are often used. Advertising and selling suggestions, and news items of the retail paint trade are especially wanted.

AMERICAN PAINT JOURNAL, Security Bldg., St. Louis, Mo.: Weekly. Uses articles of a technical nature that would interest chemists, plant superintendents, etc. Uses photographs to illustrate articles.

AMERICAN PERFUMER, 80 Maiden Lane, New York: Monthly. Deals with the manufacture of perfumes and the production of oils for the perfumer and soap-maker.

APOTHECARY AND NEW ENGLAND DRUGGIST, 530 Atlantic Ave., Boston: Monthly. Uses short articles on pretty nearly everything connected with the business of the retail druggist. This includes not only drugs and medicines, but all of the thousand and one things, stationery, picture post cards, novelties, etc., that enter into the stock of the present day druggist. Also, articles on store management, service, display, etc.

COLOR TRADE JOURNAL, 200 Fifth Ave., New York: Monthly. Uses largely articles relating to dyes

and dye stuffs, and the manufacture of color materials such as lithographic inks and pigments.

DRUG TRADE WEEKLY, 3 Park Place, New York: Besides shorter material uses one or more articles each week covering some one phase of drug-store merchandising. Subjects include: window displays, buying, selling, advertising, profitable side-lines, practical accounting, etc. For articles from 1500 to 2000 words, \$25 each is paid, this amount to include necessary photos. Paid \$25 for an article on selling Kodaks in the drug store.

DRUGGISTS CIRCULAR, 100 William St., New York: Wants descriptions of practical sales plans in actual operation. The editor wants to tell his readers how to increase their business.

MICHIGAN DRUGGIST, Detroit, Mich.: Monthly. Uses mainly brief articles dealing strictly with merchandising.

NATIONAL DRUGGIST, St. Louis, Mo.: Monthly. Uses articles relating to the drug business and to practical pharmacy.

PACIFIC DRUG REVIEW, 510-511 Stock Exchange, Portland, Ore.: Uses nothing not definitely tied up to the drug store. Wants no philosophies nor generalities, but concrete methods that druggists have tried and that work. Photos and ideas on drug-store window trimming always in demand.

Low rate, 25c per inch, but pays promptly as soon as articles are in type. Uses many short articles on drug-store delivery systems, mis-salesmanship, unique service, profitable side-lines, etc.

PAINT, OIL AND DRUG REVIEW, 417 So. Dearborn St., Chicago, Ill.: Weekly. Uses articles of interest to the trade on salesmanship, advertising, etc. Buys seasonable articles.

PAINTERS' MAGAZINE, 100 William St., New York: Monthly. This covers not only the painting trade, but wall paper and decorating. Uses practical articles up to 2500 words of interest to dealers, and useful to painters, decorators and designers. Uses articles on business management.

RETAIL DRUGGIST, W. Lafayette Blvd., Detroit, Mich.: Wants both sides — both ups and downs — of drug-store merchandising; problems of the druggist and how he solved them; how he reduced his overhead, or boosted trade with a new side-line.

Payment on publication. Rate varies. For a fiction-fact story of six chapters, 1000 words or more to a chapter — the experiences and blunders of a young drug clerk — merely salesmanship with a sugar coat, paid \$60 for the serial — \$10 after each chapter was published. Used also a three-part story, "Rejuvenating Noah's Ark" — the building up of a down-at-the-heel drug store. These illustrate the wide range of material that may be acceptable.

DRY GOODS, WEARING APPAREL (INCLUDING HATS, BOOTS AND SHOES), TEXTILES, MILLINERY, ETC.

AMERICAN EXPORTER, 17 Battery Place, New York: Monthly. Published in two parts: a mercantile edition and a mechanical edition. The mercantile edition contains material on wearing apparel, household

furniture, office equipment, druggists' supplies, and kindred exports.

AMERICAN GENTLEMAN, 216 W. 39th St., New York: Monthly. A man's fashion journal of especial interest to custom tailors. Uses pertinent articles of general interest and business building articles. In the department "In the Public Eye from the Sartorial Point of View" it uses illustrated personality articles.

AMERICAN HATTER, 1182 Broadway, New York: Monthly. Uses story-articles "of actual retail business plans, campaigns, etc., that have been tried in actual practice. Interviews with successful hat men, giving their methods, opinions, etc., descriptions and photographs of exceptional stores, and other practical material that will help a hatter to conduct his business profitably." Nothing over 1,000 words.

AMERICAN MILLINER, 15 W. 38th St., New York: Monthly. "A journal of help and inspiration for millinery buyers and assistants." Uses stories of successful millinery departments, and full information regarding the plans that helped them achieve such success. Facts (and figures if they are obtainable) of millinery merchandise events, clever selling ideas, new plans of business promotion. New or successful selling events are of much importance. Manuscripts submitted should contain newspaper clippings of millinery ads to which the story may refer.

APPAREL GAZETTE, 311 E. 4th St., Los Angeles, Calif.: Monthly. Accepts an occasional business article. New items of interest to the trade may be used.

BOOT & SHOE RECORDER, 207 South St., Boston, Mass.: Weekly. "The only matter which the Recorder purchases is technical articles definitely relating to the business of selling shoes at retail, such as articles on shoe store management, shoe store arrangement or equipment, methods of advertising, methods of conducting sales, etc. We are glad at any time to consider a live idea that comes direct from the shoe stores and is based upon practical experience. The Recorder is definitely and exclusively a technical journal for the shoe trade with special reference to the needs of the retail dealer therein."

CLOTHIER AND FURNISHER, 13 Astor Place, New York: Wants human interest articles that give the actual names and locations of stores, with photographs.

DRESS ESSENTIALS, 1170 Broadway, New York: Monthly. Devoted to the interests of the Lace, Embroidery, Dressmaking, Neckwear and the allied trades. Uses news items and an occasional business building article.

DRY GOODS, 137 E. 25th St., New York: Monthly. Uses articles on merchandising, advertising, the store, the work of the inventory, window displays, business building, and other topics pertinent to dry goods and wearing apparel business. 1,000 to 2,000 words.

DRY GOODS ECONOMIST, 239 West 39th St., New York: Weekly. Uses new ideas in selling, advertising and display, unusual stunts and sales, real news in the retail fields, with accurate names of merchants. No fictionized articles. Pays about one cent per word, promptly on publication.

DRYGOODSMAN, 1627 Locust St., St. Louis, Mo.: Uses articles which deal understandingly with present

business conditions and problems confronting the retail dry goods dealer.

GARMENT MANUFACTURERS' INDEX, 1182 Broadway, New York: Monthly. Uses contributions to the extent of covering only subjects of interest to garment manufacturers, discussions of factory problems, possibly business fiction, wherein instructive merchandising ideas are worked out in story form.

GARMENT WEEKLY, 1225 Broadway, New York: Uses articles of interest to dry-goods and ready-to-wear trade. Forecasts styles, uses articles on better salesmanship, inventory, keeping stock, novel sales, etc. Recently used an article told in fiction form: "Is Returning Goods a Privilege or a Habit?" and paid \$17 on publication for 1865 words.

HABERDASHER, 225 5th St., New York: Monthly. Uses business building articles, news notes and an occasional pertinent poem.

ILLUSTRATED MILLINER, 656 Broadway, New York: Monthly. Uses articles by milliners who have new ideas in regard to the making and trimming of women's hats. Also, practical and technical articles upon the different processes of manufacture from the raw material up to the finished product.

MILLINERY TRADE REVIEW, 1182 Broadway, New York.

SHOE RETAILER, 166 Essex St., Boston, Mass.: Weekly. Uses practical, helpful articles of interest to the shoe trade. Extra payment is made for illustrations. Aims to give the strongest and most timely editorials on

every question of live interest to the shoe trade; to publish special articles on the care of stock, on salesmanship, and on practical, successful business methods; to feature advanced styles; to illustrate and explain window decorating and to furnish reliable trade news from all the shoe centers of the country. Helpful suggestions, constructive ideas — these are what it wants.

SILK, 17 Madison Ave., New York: Monthly. Uses manuscripts of technical articles on silk textile industry, about 1,000 words long. Prefers illustrated articles. Occasionally purchases photographs.

WOMEN'S AND INFANT'S FURNISHER, 1123 Broadway, New York City: Monthly. Uses articles not over 2,000 words, preferably between 500 and 1,000 words.

ENGINEERING, ELECTRICITY, MACHINERY, MINING AND AND RELATED INDUSTRIES

AMERICAN CITY, 154 Nassau St., New York: Monthly. A review of Municipal Problems and Civic Betterment. Issues a "Town and Country" edition as well as the regular edition. Most of the material for both editions is contributed by experienced workers in fields of progressive municipal activity; contributors should address the editor before submitting manuscripts.

AMERICAN MACHINIST, 10th Ave. and 36th St., New York.

BLACK DIAMOND, Manhattan Bldg., Chicago, Ill.: Weekly. A trade paper devoted exclusively to coal.

Occasional articles are purchased at the customary trade paper rate. We desire only those things which tell about the coal trade. How members of that trade succeeded in doing their business in such a way as to increase their profits, or to solve their other problems. We want, therefore, only method stuff, and this illustrated with information in detail, citing specific instances and the names of companies using the method or device, together with the result from the use of that device or method."

BOILER MAKER, 6 East 39th St., New York: Monthly. "Covers a very specific field, but we are always pleased to consider any article that will be of interest to a man whose work is in a shop where locomotives are built and repaired or where contract or marine boilers, stacks, and tanks are built."

COAL AGE, 10th Ave. and 36th St., New York: Weekly. Uses material of interest to coal mining people.

DOMESTIC ENGINEERING, 407 So. Dearborn St., Chicago, Ill.: Uses articles on practical, up-to-date installations of heating and plumbing systems; space rates for illustrations, both photographs and drawings, also illustrated articles showing "roughing in" of plumbing while in process of construction. Will accept articles on new and up-to-date public comfort stations; these must be illustrated with photographs showing the installations, also technical articles of scientific nature pertaining to heating, ventilating and all modern sanitary conveniences. Articles of this kind must include the "how and why" element.

ELECTRIC RAILWAY JOURNAL, 10th Ave. and 36th St., New York: Weekly. Uses general descriptive

matter concerning the electric railway business. All articles must be written by people prominent in the industry and featuring technical phases of the industry, which means the writer must be a railway man in order to give the proper atmosphere. Has a department on Maintenance and Equipment.

ELECTRIC TRACTION, Manhattan Bldg., Chicago, Ill.: Monthly. Devoted to the electric railway business. Uses practical articles of interest to men engaged in the electric railway field.

ELECTRICAL CONTRACT-DEALER, 15 W. 37th St., New York.: Monthly. Will use short articles — 1000 words — on electrical stoves and merchandising. Photographs for illustration.

ELECTRICAL EXPERIMENTER, 233 Fulton St., New York: Uses short stories with a technical slant, preferably concerning radio, newly discovered rays, and other late developments in electrical and allied science.

ELECTRICAL MERCHANDISING, 10th Ave. and 36th St., New York: Monthly. Uses articles dealing with any aspect of the electrical merchandising field.

ELECTRICAL REVIEW AND INDUSTRIAL ENGINEER, McGraw-Hill Co., Chicago: Monthly. Devoted to problems of electrical operations and maintenance in mills and factories.

ELECTRICAL SOUTH, Grant Bldg., Atlanta, Ga.: Articles dealing with commercial features of electrical merchandizing, contracting and the central stations. Not averse to receiving good electrical merchandizing material in story form, if writer is capable of handling such.

ELECTRICAL WORLD, 10th Ave. and 36th St., New York: Weekly. "We buy technical matter pertaining to all branches of electrical engineering operation and equipment."

ENGINEERING AND MINING JOURNAL, 10th Ave. and 36th St., New York: Weekly. "We use articles which treat of the progress in the arts of mining and metallurgy and in the science of economic geology."

ENGINEERING NEWS RECORD, 10th Ave. and 36th St., New York: Weekly. Purchases articles of practical value to engineers, illustrated with drawings or photographs or both. It requires great technical skill to prepare suitable technical matter for this periodical. All material must have specific and general interest. Short items on practical construction or engineering office hints are acceptable. Each phase of engineering is considered.

EVERYDAY ENGINEERING, 2 W. 45th St., New York: Monthly. "We are particularly desirous of receiving good live articles concerning mechanical, electrical or chemical subjects of a practical nature. These manuscripts should not be over 2,000 words in length and should be illustrated with good sharp photographs if possible. We are also in the market for material which we can use in our 'Mechanics for Everyday Men' department. These small articles should be accompanied by sketches. We are about to start a new department in the columns of Everyday Engineering, in which we will publish letters from readers who have accomplished something of interest in the scientific field. Such letters as we publish will be paid for at space rates."

FARM MECHANICS, 1827 Prairie Ave., Chicago, Ill.: Monthly. Articles dealing with the use of machinery on the farm and the planning of farm buildings and equipment.

FOUNDRY, Cleveland, O.: Semi-monthly. Foundry treats the science and practice of casting metals, from both commercial and artistic points of view. It is paying especial attention to reconstruction in its fields.

HEATING AND VENTILATING MAGAZINE, 1123 Broadway, New York: Monthly. Uses articles on technical lines. No general material desired.

IMPLEMENT AND TRACTOR AGE, Springfield, Ohio: Semi-monthly. Uses articles on all subjects pertaining to the agricultural implement industry. Articles helpful to manufacturers, travelers, general agents and retail dealers are welcomed. This paper also employs regular correspondents in towns and cities to supply personal items concerning men prominent in the implement trades.

IRON AGE, 239 W. 39th St., New York: Weekly. Devoted to the iron and steel trades. Publishes a large number of engineering and other technical articles relating to the manufacture of iron and steel, and machinery and machine tools. Market reports dealing in iron and steel and non-ferrous products. Washington news connected with the iron and steel business.

MACHINERY, 140 Lafayette St., New York: Monthly. "Devoted chiefly to machine shop practice, machine design and closely related subjects, hence we

accept only technical articles dealing with these subjects in one form or another."

METAL INDUSTRY, 99 John St., New York: Monthly. Technical and business articles pertaining to the metal industry.

METAL WORKER, PLUMBER AND STEAM FITTER, 243 W. 39th St., New York: Weekly. Uses short technical articles, preferably illustrated; also buys photographs occasionally.

NATIONAL ELECTRICAL CONTRACTOR, Martin Bldg., Utica, N. Y.

PACIFIC BUILDER AND ENGINEER, Seattle, Wash.: Weekly. "Manuscripts should not exceed 3,000 words, shorter preferred. Subject matter must be confined to Montana, Oregon, Washington, Idaho, British Columbia and Alaska, and pertain to any line of physical developments within that territory. We prefer illustrated articles. Sometimes we purchase separate photographs."

POPULAR MECHANICS MAGAZINE, Ontario and St. Clair Sts., Chicago, Ill.: Monthly. "Accepts photographs or rough pencil sketches with short, accurate description in plain, simple language. Subjects desired are those of a mechanical or engineering character, must be unusual in some respect and of interest to the general public. Also 'Shop Kinks' and 'How to Make Things,' for shop and boy's departments respectively."

POPULAR SCIENCE MONTHLY, 225 W. 39th St., New York: Uses fact articles of not to exceed 1,800

words, which tell an adventure story with a technical twist. Long articles are hardly worth submitting. Also short contributions of perhaps 200 to 300 words accompanied by striking human interest photographs of curious happenings, interesting machines, old inventions applied to new uses, and other curiosity-arousing subjects.

POWER, 10th Ave. and 36th St., New York: Weekly. Uses live manuscripts dealing with the generation and transmission of power. They must be so written as to interest the busy, practical man, and not be too technical nor abstract. We do not care for mere descriptions of existing plants unless they are treated from an engineering point of view, analyze the conditions which the designer had to meet and show how he met them. Purchases complete accounts, preferably with photographs, of boiler and fly-wheel explosions.

PROFESSIONAL ENGINEER, 63 East Adams St.: Chicago: Monthly. Needs short photographs and articles of about 2,000 words on engineers who have attained in business world outside of engineering lines. This is a non-technical magazine that is read by an 100 per cent technical audience. Magazine is devoted to human relations of all classes of professional engineers and public service work by such men. Will use photographs illustrating engineers in business activities allied to engineering.

PUBLIC SERVICE, Peoples Gas Bldg., Chicago, Ill., Monthly. Devoted to the discussion of electric, gas, water, telephone and street railway service. Policy is opposed to municipal and government ownership. Requires high class semi-technical material.

RADIO AMATEUR NEWS, 233 Fulton St., New York: Monthly. Devoted entirely to wireless telegraphy and telephony, "radio." Published by the Experimenter Publishing Company, which also issues The Electrical Experimenter. Prefers illustrated material. Also accounts of unusual wireless experiences or experiments.

RAW MATERIAL, 114 Liberty St., New York: The successor of The Metal Record and Electroplater. The scope of the periodical has been broadened, so that it will cover every ramification of the great field of raw, semi-finished and finished material and parts.

REFRIGERATION, Atlanta, Ga.: Monthly. Uses interesting articles dealing with ice making, refrigerating, cold storage, etc. Any matter that would be read by men who make ice, and others interested in mechanical refrigeration.

SCIENTIFIC AMERICAN, Woolworth Bldg., New York: Weekly. "The object of this journal is to record accurately and lucidly the latest scientific, mechanical and industrial news of the day. The editor is glad to have submitted to him timely articles, especially accompanied by photographs."

SOUTHERN ENGINEER, Atlanta, Ga.: Monthly. "Uses articles dealing with the construction (not fundamental design), operation and management of power plant machinery. Includes steam generating apparatus, engines, turbines, pumps, electric generators, motors, switchboards, etc.; combustion engines, gas producers, and the appurtenances and appliances used in connection

with the foregoing machinery. Also in the market for illustrated articles descriptive of new power plants in various parts of the United States, such descriptive articles, however, having especial reference to the machinery installed, instead of the construction of buildings, commercial possibilities, etc."

TELEPHONE ENGINEER, Monadnock Bldg., Chicago: Monthly. Uses efficiency stories connected with telephone engineering and mechanics.

FURNITURE, DECORATIONS, CARPETS

AMERICAN FURNITURE MANUFACTURER, 608 So. Dearborn St., Chicago, Ill.: Monthly. Desires only articles showing how furniture stores and the men who work in them have learned to do better work.

CARPET AND RUG WORLD, 450 Fourth Ave., New York: Monthly. All articles must have to do with the floor covering trade.

DECORATIVE FURNISHER, 381 Fourth St., New York: Monthly. Devoted especially to art in the decorative furnishing trade.

FURNITURE AGE, 4828 Sheridan Road, Chicago, Ill.: Wants actual experiences of furniture dealers in moving dead stock, new and useful advertising campaigns, publicity and display — accompanied by pertinent photographs.

Pays usually on acceptance at good rate by the worth, not word. Paid \$17 for one photo and about 1100 words on how a furniture dealer drew the crowds to his side-street store.

FURNITURE JOURNAL, 537 Dearborn St., Chicago, Ill.: Semi-monthly. Uses articles of a practical nature telling how furniture stores have succeeded by certain advertising or sales methods. It will use "fiction" articles, provided such fit in with its policy and can be applied in a practical way to furniture merchandising.

FURNITURE MANUFACTURER & ARTISAN, Grand Rapids, Mich.: Monthly. Uses technical articles on all phases of furniture manufacturing, selling, and distribution. Practical articles on the manufacture of furniture, wood finishing, wood carving, upholstery, furniture design — anything of interest to manufacturers of furniture. Illustrated articles especially solicited.

FURNITURE MERCHANTS' TRADE JOURNAL, Des Moines, Iowa: Monthly. Uses merchandising articles of value to retail furniture dealers.

FURNITURE NEWS, St. Louis, Mo.: Monthly. Uses practical articles of a helpful character for furniture dealers.

FURNITURE WORKER, Cincinnati, O.: Monthly. Uses practical articles of interest to the retail furniture trade.

FURNITURE WORLD, 15 West 38th St., New York: Weekly. Wants nothing but news items regarding happenings in the furniture trade.

GRAND RAPIDS FURNITURE RECORD, Periodical Pub. Co., Grand Rapids, Mich.: Particular aversions: (1) fiction; and (2) the idea of women as clerks in

furniture stores. Wants practical experiences of furniture dealers, with reasons for success. Uses new angles in store advertising, market news of interest to the trade, furniture salesmanship and art and decoration, usually by an expert.

Uses many photos of unusual window trims and interiors. A splendid market.

Pays an average of a cent a word, promptly on publication. Paid \$15 for about 900 words on a new Edison department installed in a local furniture store, with \$3 each for photos in addition. Has used articles on "Furniture Fashion Week," "Selling 100 Refrigerators in Mid-winter," "The Value of a Slogan," "Let the Customer Close the Sale," and other aids to salesmanship gathered from personal experience.

HARDWOOD RECORD, 537 So. Dearborn St., Chicago, Ill.: Semi-monthly. Published in the interest of the hardwood and veneer consuming and manufacturing trades. That is, it reaches sawmills, veneer mills and consuming factories such as furniture factories, piano factories, wagon factories, etc. Its idea is to present to them educational articles that will deal with problems they have to face and also make suggestions that will benefit them in administering their business. Glad to consider contributions.

HOUSE FURNISHING JOURNAL, 215 South Market, Chicago: Monthly. Uses merchandise articles upon all lines of house furnishings. Also, sales and advertising articles and articles on store management.

HOUSE FURNISHING REVIEW, 253 Broadway, New York: Monthly. Uses manuscripts of 2,500 words

or less, pertaining to the selling and displaying of house furnishings and hardware in the retail trade.

SOUTHERN FURNITURE JOURNAL, High Point, N. C.: Monthly. Can use practical articles on subjects relating to the manufacturing and retailing of furniture.

GRAINS AND MILLING

AMERICAN CO-OPERATIVE JOURNAL, 230 S. LaSalle St., Chicago: Monthly. Grain trade. This magazine is published primarily in the interest of the stockholders of farmers' co-operative elevator companies. It desires, however, interesting short articles of from 100 to 1,000 words, preferably illustrated, on successful co-operative ventures in various parts of the United States. These articles should be snappy and should point out to the reader not by sermon but by story of accomplishment the principles of success and the ways of attaining success on the part of the community or association described.

AMERICAN MILLER, 431 So. Dearborn Street, Chicago: Monthly. All manuscripts submitted should be technical, "to a certain extent, and timely in all cases, even with stories. There is one class of article of which it cannot get too many — illustrated accounts of mills, quaint, picturesque mills, or mills in beautiful locations, either running or abandoned, ruined or in good condition. The articles must be short, descriptive, and must contain a statement of the equipment of the mill. In each case the miller will give these facts. Photos must be clear and uncolored. The principal requirements are that these articles must be short and must be illustrated. Welcomes

brief articles with photographs on the use of motor trucks, as well as other equipment largely bought by millers and dealers in flour."

COUNTRY GRAIN SHIPPER, Minneapolis, Minn.: Monthly. Devoted to the interests of operators of country elevators and mills of the northwest. Uses articles that will be beneficial to the grain trade — production, improved machinery, and more efficient marketing methods.

GRAIN DEALERS' JOURNAL 315 South La Salle St., Chicago, Ill.: Uses only material having to do with the operation of grain elevators.

MILL SUPPLIES, Dearborn and Harrison Sts., Chicago, Ill.: Monthly. Uses material of interest to the manufacturing miller and to the distributor of milling supplies.

OPERATIVE MILLER, 537 So. Dearborn Street, Chicago: Monthly. Is interested in articles pertaining to the practical side of milling. Accounts of practical chemical tests in the milling business are also desired. Articles should preferably not exceed 2,000 words, which is about three columns.

GROCERY, FRUIT AND PRODUCE

COMMERCIAL BULLETIN, Los Angeles, Cal.: Weekly. A magazine for grocers, uses many articles, both short and long, on novel advertising plans, crop conditions, store management, increasing "turn-over," etc.

FACTS AND FIGURES, Jacksonville, Fla.: Monthly. Southern Wholesale Grocers' Association, Publishers. A business journal for wholesale grocers. Articles along the following lines can be used: successful selling campaigns, sales management, shipping problems; also short interviews with conspicuously successful wholesalers or manufacturers, giving their views on subjects of timely interest. Rarely uses anything over 1,000 words in length; illustrations not desired.

FRUIT PRODUCE DEALER, 339 Fifth Ave., New York: Weekly. Uses all sorts of material, short stories, articles and humor relating to the retail or wholesale fruit and produce business. Particularly desires manuscripts containing practical information or suggestions that will be of value to produce merchants.

GROCERS' MAGAZINE, 88 Broad St., Boston: Monthly. "What we like to get hold of are practical ideas whereby the retail grocer can lower his expenses or increase his trade. If you happen to run across anything of this kind we will be very glad to see it." Buys interviews with grocers, telling why they succeeded or giving plans for decreasing expenses.

LOUISIANA GROCER, 209 Metropolitan Bldg., New Orleans: Monthly. Uses business articles dealing with points of interest to the grocery trade. Wants ideas boiled down to 200 words: ways in which grocers attract and hold trade, business-building plans actually in use, home-made display racks and sales that "go over big." Photos desired. Occasionally human interest or personality article up to 2000 words. Pays generous rates on acceptance. For an article, about 1400 words, on "Prac-

tical Side-lines for the Grocer," \$15, while photographer was paid separately for three large photos ordered later. For several combined ideas on service in the grocery, a 1300-word article, "Stand Out from the Crowd," \$10. There were no photos.

MODERN GROCER, 215 So. Market, Chicago, Ill.: Wants stories of successful grocers actually doing business, with name and address of each merchant. Pays on publication and offers to send copy of magazine containing contribution.

NATIONAL GROCER, 208 So. LaSalle St., Chicago, Ill.: Monthly: Uses articles of interest to grocers, particularly on advertising and display problems.

PROGRESSIVE GROCER, Trade Div. of Butterick Co., Butterick Bldg., New York.

HARDWARE

AMERICAN CUTLER, 15 Park Row, New York: Monthly. Uses articles regarding merchandising and display of hardware and cutlery, of speical interest to the retail dealer.

GOOD HARDWARE, Pittsburgh, Pa.: Monthly. Uses articles upon business, store management, etc., which will be helpful to the retail hardware merchant.

GOOD HARDWARE, (Published by trade division Butterick Pub'g Co.): Short stories on practical selling stunts, ideas, plans and methods that have been successfully used. 200 to 1,000 words. Photos, verse, humor in line with the above.

HARDWARE AGE, 239 W. 36th St., New York: Weekly. Solicits accounts of actual business methods used by hardware stores, with photographs. Hardware Age does not care to run very much matter without illustrations. Also uses technical articles devoted to iron and steel industries.

HOTEL PUBLICATIONS

KEELER'S HOTEL WEEKLY, San Francisco, Calif.

HOTEL MONTHLY, Chicago, Ill.

COURIER AND HOTEL NEWS, Boston, Mass.

HOTEL REVIEW, New York.

INTERNATIONAL HOTEL INDUSTRY, New York.

HOTEL AND CLUB NEWS, Philadelphia, Pa.

HOTEL BULLETIN, Insurance Exchange Bldg., Chicago, Ill.

HOTEL WORLD, 440 S. Dearborn St., Chicago, Ill.

JEWELRY AND OPTICAL PUBLICATIONS

JEWEL, 503 5th Ave., New York.

JEWELER'S CIRCULAR-WEEKLY, 11 John St., New York: Weekly. Uses business items, advertising stunts — in fact all sorts of items and articles dealing with phases of the jewelry and watch business.

KEYSTONE, 512 Race St., Philadelphia, Pa.

NATIONAL JEWELER, 536 So. Clark St., Chicago, Illinois.

OPTICAL AGE, P. O. Box 1424, Philadelphia, Pa.

LAUNDRY

NATIONAL LAUNDRY JOURNAL, 120 N. Ann St., Chicago: Semi-monthly. Uses material which pertains to the power laundry business and which is of interest to the power laundryman.

PACIFIC LAUNDRY JOURNAL, 417 Montgomery St., San Francisco, Calif.: Uses articles covering changes in installation methods, efficiency methods, and reduced cost of operations.

STARCHROOM LAUNDRY JOURNAL, Cincinnati, Ohio: Monthly. Material must relate to some trade condition, and this may include either the actual processes used in laundries, or office management as applied to laundries, delivery systems, etc. Particularly interested in articles of instruction as to new processes for power laundry work, dry cleaning and dyeing.

PHOTOGRAPHY

AMERICAN PHOTOGRAPHY, 221 Columbus Ave., Boston, Mass.: Considers articles of some length on the practical aspects of photography.

CAMERA, Philadelphia, Pa.

CAMERA CRAFT, Claus Spreckels Bldg., San Francisco, Cal.: Monthly. Practical and informative for amateur, commercial and portrait photographers.

PHOTO ERA, Boston, Mass.

ROSWICK AND MURRAY, Sturgis, Michigan, announce that they desire unusual photographs: houses, scenic views, garden scenes, new inventions, anything of interest. No snap shots unless the subject is very rare.

PRINTING AND PUBLISHING

AMERICAN PRINTER, 239 West 39th St., New York: Bi-monthly. Uses brief, practical articles on typography, editing and publishing, press work, binding, operation of mechanical devices, and all matters of interest to those engaged in the printing industry.

BEN FRANKLIN MONTHLY, 306 Canal St., Chicago, Ill.

EDITOR AND PUBLISHER, World Bldg., New York: Weekly. Uses brief, practical articles which will be of interest or value to those in any department of newspaper work.

INLAND PRINTER, 632 Sherman St., Chicago, Ill.: Monthly. Prefers short, technical articles dealing with all the problems of the printer: Machine composition, the pressroom. News of men and events connected with the industry. Articles on organization work for the benefit of the industry.

MODERN STATIONER AND BOOKSELLER, 225 5th Ave., New York: Semi-monthly. Trade stories, merchandising articles, sales methods, etc. Photos of stationery store interiors.

PAPER AND INK, 33 W. 42nd St., N. Y.: "Uses brief and brightly written articles on subjects of interest to printers, lithographers, and large buyers of printing and lithography. No fiction is desired, although a good business story, especially with a 'print shop' atmosphere, may prove acceptable."

PRINTER'S INK, 185 Madison Ave., New York: Weekly and Monthly. Uses specific articles on subjects closely related to advertising and selling. Material should not exceed 2500 words in length.

MISCELLANEOUS TRADE AND CLASS JOURNALS

AMERICAN PAPER MERCHANT, 508 South Dearborn St., Chicago: Uses stories showing the accomplishments of specific things by paper jobbers; ways of handling motor truck deliveries, of selling paper, stock-keeping. Illustrations are also used.

AMERICAN SEEDSMAN, 332 South LaSalle St., Chicago: Monthly. Uses short articles dealing with the growing and merchandising of seeds, and seed store management.

BROOMS, BRUSHES & HANDLES, Montgomery Bldg., Milwaukee, Wis.: Monthly. Uses articles relating to above subjects, and connected entertainingly with household topics.

INFANTRY JOURNAL, Union Trust Bldg., Washington, D. C.: Monthly. Uses articles upon military subjects in a broad sense, as well as purely technical

articles. Narratives of personal experience, historical matters of interest to military men, and covers the national guard and reserve officers, as well as regulars.

JEWELER'S CIRCULAR-WEEKLY, 11 John St., New York: Weekly. Uses business items, advertising stunts — in fact all sorts of items and articles dealing with phases of the jewelry and watch business.

LUGGAGE REVIEW, 507 Knickerbocker Bldg., New York: Monthly. Uses articles on retail luggage stores, merchandising, sales and display methods, photographs of good displays, etc.

NATIONAL MARINE, 268 Pearl St., New York: Monthly. Uses articles on popular aspects of American marine and shipping problems, preferably illustrated and not over 4,000 words each.

RURAL MAIL, Waterloo, Iowa: Monthly. Uses articles on the Mail Order business and related subjects.

TOBACCO LEAF, 198 Broadway, New York: Weekly. A periodical of the tobacco trade, is interested in anything in regard to the side-lines, playing cards, fountain pens, razors, candies, etc., carried by retail tobacconists.

TRAINED NURSE AND HOSPITAL REVIEW, 38 West 32nd St., New York: Monthly. In addition to strictly professional articles dealing with hospital management and economics, and articles upon nursing and of especial interest to the trained nurse, it goes also into the field of public welfare. Articles should not be over 2,000 words.

FINANCIAL AND BUSINESS PUBLICATIONS

ADVERTISING AND SELLING MAGAZINE, 471 Fourth Ave., New York: Monthly. Uses articles of actual experience which deal with development of advertising plants and selling methods. Prefers contributions from people who are actually engaged in some sort of salesmanship.

BAIRD, D. G., 5236 Hamilton Ave., Detroit, Mich.: A prolific writer for the trade press. Wants to compile short, hitherto-unpublished unusual stunts of merchants in every field. Pays on acceptance. Uses photographs if distinctive, and wants name and address of merchant described — live facts and nothing else.

BUILDINGS AND BUILDING MANAGEMENT, 139 No. Clark St., Chicago: Semi-monthly. Considers articles and photographs. It is, however, difficult to give any sort of definite statement as to just what it can use. Publishes material along the lines of that used by **SYSTEM, FACTORY, BUSINESS**, etc., only its articles apply to the scientific and systematic management and operation of office buildings, new devices, methods of construction, etc.

BUSINESS, Burroughs Adding Machine Co., Detroit, Mich.: As its name implies, it uses articles (from 500 words up) on "better business" in any field. Is interested

in: business conditions in the world today; how certain producers, distributors and individuals are solving their business problems in advertising, management, labor and employment, marketing, merchandising, salesmanship and keeping records. Interesting accounts giving facts, figures and specific instances will find a welcome, but article must hit the mark. Pay is according to worth —two cents a word or better.

BUSINESS CRUCIBLE, 327 S. La Salle St., Chicago: Monthly. Stories of definite accomplishment in the various fields of business and industry, told by people who have participated in the work.

BUY-AT-HOME NEWS, Spring & Macdougal Sts., New York: Articles of a practical, helpful nature for the small-town merchant.

CHICAGO JOURNAL OF COMMERCE, Chicago: Daily. Articles on business topics, and special reports covering various fields of industry and business.

CO-OPERATIVE COMMONWEALTH, 128 N. Wells St., Chicago, Ill.: Uses articles in line with its title, "Co-operation" in business or social life, and those which offer suggestions for the better development of the community or commonwealth. Also uses verse in keeping with the purpose of the publication.

CREDIT MONTHLY, 41 Park Row, New York: Monthly. Uses material pertaining to the credit department of business organizations, methods of handling collections, trade acceptances, etc. Uses also articles on insurance, and on fire prevention. About 1,000 words.

FACTORY, Cass, Huron and Erie Sts., Chicago, Ill.

FARM LOAN MONTHLY, Ashville, N. Y.: A publication of the Federal Farm Loan Field; being a technical paper on farm credits, cannot usually consider miscellaneous manuscripts sent in by writers. Being a special field, demands articles from those personally connected with the Federal Farm Loan work. Uses feature articles regarding farm credits in foreign countries, usually prepared especially by experts in those countries, or by American writers who have made a thorough investigation of those fields.

HOTEL MANAGEMENT, 342 Madison Ave., New York: Monthly. A business magazine patterned very much after System, with specific application to problems of hotel operators, in accounting, advertising, construction, cuisine, decorating, employment, maintenance, purchasing, etc.

INDUSTRIAL DIGEST, 25 West 45th St., New York: Semi-monthly. A business magazine using material of a strictly authoritative sort pertaining to the basic industries.

INLAND MERCHANT, 50 W. 47th St., New York: Goes to general store merchants in smaller towns. Uses fact stories concerning successful merchandising ideas, short cuts, ways of combating mail order competition, stimulating slow sales, collecting tardy accounts, etc., and articles covering all activities of retail merchandising such as store arrangement and management, advertising, employment and salesmanship, window-dressing, and accounting.

INLAND STOREKEEPER, Chicago: Monthly. "Uses each month more or less matter describing the methods of village and country storekeepers. We want articles up to 3,000 words telling of good business getting and advertising plans and schemes. These should preferably be accompanied by specimens of advertising and illustrations. Our readers are small general merchants in the main and we find that not many writers can send us matter of value to them."

KODAK SALESMAN, Eastman Kodak Co., Rochester, N. Y.: Buys sparingly, pays most generously on acceptance. Wants ideas definitely tied up with the display and sale of kodaks. The idea is the main thing but must be "different." Paid \$25 for two short articles on "The Tactful Saleswoman," and "Opening the Clam." Other articles used — "Selling To Women and Children," "Growing Where You Are," (an encouragement to the small-town saleswoman), "Is It 'Tremont or Freemont?'" (how to avoid errors on sales slips.)

MICHIGAN TRADESMAN, Grand Rapids, Mich.: Weekly. Desires mercantile articles embodying new or novel ideas and practices, written from the viewpoint of the man behind the counter.

NATION'S BUSINESS. Published by the Chamber of Commerce of the United States, Washington, D. C.: Monthly. Authoritative, well-considered articles upon business and finance, pertinent to present-day conditions and as they affect American business life.

OFFICE APPLIANCES MAGAZINE, Plymouth Bldg., Chicago, Ill.: Brief articles on office helps, etc.

OPTIMIST, Box 61, Oklahoma City, Oklahoma: Monthly. Uses short essays on novel methods used by retailers in selling their wares; also short skits on peculiarities of human nature. Contributions submitted should not exceed 500 words in length.

PERSONAL EFFICIENCY, 4046 South Michigan Ave., Chicago: Uses efficiency articles not exceeding 2,000 words; also short humorous stories featuring old-fashioned business methods.

POSTER, Poster Advertising Association, 28 East Jackson Blvd., Chicago, reports: "We use considerable contributed matter — on various uses of the poster, both as a commercial advertising device and in the promotion of civic movements, bazaars, fairs, etc. Illustrations showing posters of artistic worth, as well as those designed by amateurs and school children, are used, clear photographs being required. Some articles on the general philosophy of advertising are used. Articles should run from 500 to 2,000 words. Poster exhibitions and collections offer a chance to the would-be contributor.

RETAIL LEDGER, 503 Washington Bldg., Philadelphia, Pa.: A newspaper for retail merchants, issued twice a month. Best all-round market for general stuff. Feature articles 750-1,000 words most welcome, illustrated with photo if possible. Must give name and address of merchant referred to. Splendid market for merchants' activities in all lines; what they are doing to reduce overhead; move dead stock; keep their dollars active by introducing novel side-lines — in a word, practical experiences of merchants told in a way to help other merchants. Payment, promptly on acceptance, varies from \$6 per column to one cent a word, depending on value of idea, with from \$2 to \$3 for each photo used.

RETAILER'S JOURNAL, Milwaukee, Wisconsin: Monthly. Live and instructive stories of retail business, 150 to 300 words, that offer helpful suggestions.

SOUTH AMERICAN, 310 Lexington Ave., New York: Monthly. The purpose of this publication, primarily, is to extend the commercial relations between the U. S. and South America, Central America and Mexico. Uses articles up to 5,000 words which further this purpose or give information regarding these countries. Good photographs are desired with articles.

SPECIALTY SALESMAN MAGAZINE, South Whitely, Ind.: Monthly. Uses material helpful to specialty salesmen, especially accounts of successful work along special lines. Uses a little short fiction in keeping with the purpose of the magazine. Uses contributions of varying length up to 10,000 words.

SUCCESSFUL BANKING, Benton Harbor, Mich.: Uses articles on finance, business and like subjects, limited to two thousand words.

SYSTEM, Cass, Huron & Erie Sts., Chicago, Ill.: Caters to business executives. Uses each month one purely business story in fiction form illustrating definite business fundamentals. Uses profit-making plans and methods that can be adopted by other merchants; accurate accounts of business successes with definite dollars-and-cents results; efficiency; systematic business-building ideas; also two departments for "shorts;" "The Other Man's Way," and "Short Cuts to Better Business." No theories nor generalities will go here. Pays good rate on acceptance, according to worth. Paid \$25 on acceptance for about 3,000 words (no photos) on the welfare department maintained by a large western store.

WINDOW DISPLAY REPORTER, 3052 Emmons Ave., Sheepshead Bay, N. Y. Ernest A. Dench, editor: Uses short descriptions of unusual window displays with photos. Mr Dench is himself a writer for the trade press, and buys brief ideas, 50 to 200 words, for which he pays 40c to \$1 each, on merchandising in any line. Occasionally uses special articles on a business-building subject at higher rate. Prefers regular correspondents. Paid \$10 for article on how the Chamber of Commerce raised a three-year budget in a few hours.

HUMOROUS

There are a few well known humorous journals, of which *Life* and *Judge* stand at the head, that always are in the market for brief humor of almost every form: light verse, anecdotes, jokes, dialogue, epigrams and very short stories.

In addition to the above the past year has witnessed the birth of a number of small magazines of which the *Tatler* is one of the best examples. These make a specialty of particularly snappy, up-to-date humor, with skits attacking the fashions and foibles of the day.

Further, many standard publications and household journals have a department of humor or use brief humorous offerings; many newspapers also buy more or less humor for their special Sunday Magazine sections.

FILM FUN, 627 West 43rd St., New York: Monthly. Uses short humor of various kinds — jokes, skits, very short stories, verse — bearing in some manner upon moving pictures and their allied interests.

FUN BOOK, 110 East 23rd St., New York: Monthly. Uses short humor including sketches, jokes, epigrams and jingles.

HOME BREW, 1128 Bedford Ave., Brooklyn, N. Y.: Monthly. A new, small journal of humor and sophistication using short articles and paragraphs, humorous verse, skits attacking the foibles of the day, some little stories and make-believe small town stuff.

JUDGE, 627 West 43rd St., New York: Weekly. Uses humorous and lively action storiettes — one or two a month — for Judge's Library. Uses humorous, new, personal, political anecdotes. Uses light verse, which must be short; same demand applies to humorous verse. Has no preference as to stanza form, but insists that workmanship must be perfect. Very fond of parody. Judge is a political-comic weekly. Jokes with a political tenor are especially welcome, as are those with any reference in them to public characters. But anything yellow, or vulgar, or suggestive, or even spiteful, is not wanted.

LIFE, 598 Madison Ave., New York: Weekly. Primarily a journal of humor, using anecdotes, jokes, epigrams, cartoons, humorous drawings and light verse. Also short stories on unusual themes done in a literary manner.

MAGAZINE OF FUN, 800 N. Clark St., Chicago: Monthly. A new publication using the general run of humorous stuff, including short stories, verse, jokes, and skits.

QUIRT, Minneapolis, Minn.: Monthly. Uses various kinds of short humor; jokes, epigrams, skits, limbericks and verse.

STARS AND STRIPES, Munsey Bldg., Washington, D. C., uses jokes, also other material.

STEERING WHEEL, Dallas, Texas: Semi-monthly. Uses light, humorous articles not more than 1500 words in length of interest to dwellers in the Southwest.

TATLER, 1819 Broadway, New York: Monthly. Devoted to topics of the stage and screen. Uses very short articles, anecdotes, epigrams, brief dialogue, limericks, and other brief verse. Decidedly breezy, both in text and illustrations.

WAMPUS CAT, Wampus Cat Publishing Co., Leesville, La.

WHIZ BANG, Robbinsdale, Minn.: Monthly. Uses all sorts of short humor, including stories, jokes, dialogues and jingles.

ADDITIONAL MARKETS FOR HUMOR

AMERICAN LEGION WEEKLY.

CENTURY MAGAZINE.

CLUBFELLOW AND WASHINGTON MIRROR.

COUNTRY GENTLEMAN.

EVERYBODY'S MAGAZINE.

FOLLIES.

HARPER'S MAGAZINE.

HOLLAND'S MAGAZINE.

NATIONAL PICTORIAL: Monthly.

PEOPLE'S HOME JOURNAL.

SMART SET.

TOWN TOPICS.

WAYSIDE TALES.

YOUTHS' COMPANION.

OUTDOOR AND SPORTING JOURNALS

ALL OUTDOORS, 239 Fourth Ave., New York City: Monthly. Uses articles of information about outdoor life, vacation and tramping trips, equipment, etc., desiring particularly short articles that carry information of value, rather than long personal narratives. Wants also, photographs of outdoor life.

AMERICAN GOLFER, 49 Liberty St., New York: Monthly. Articles, humorous anecdotes, unusual incidents. Buys prints of golfing subjects. Uses good material concerning not only golf, but all outdoor sports.

✓ BASEBALL MAGAZINE, 75 Fifth Ave., New York: Monthly. Uses articles on baseball and popular athletics in general, 2,500 to 4,000 words in length. Fiction, same length, based on athletic themes.

BIRD-LORE, 39 W. 32nd St., New York: Bi-monthly. Published by D. Appleton & Company.

COURSE AND CLUB HOUSE, 303 Fifth Ave., New York: Monthly. Golf.

DOG, ROD AND GUN, Youngstown, Ohio: Monthly. Material of interest to hunters and outdoor people in general.

FIELD & FANCY, 140 W. 34th Street, New York: Weekly. "A purely technical paper devoted to dogs and dog shows and does not purchase any manuscripts other than those of special articles treating from an authoritative point of view breeds of dogs recognized by the American Kennel Club."

FIELD AND STREAM, 25 W. 45th St., New York: Monthly. A practical journal for sportsmen, illustrated, using accounts of personal experiences in fishing and hunting, with such related matter as will be of interest or value to sportsmen.

FOREST AND STREAM, 9 East 40th St., New York: Monthly. Arranges for articles, but will buy prints of shooting, fishing and general outdoor subjects.

FUR NEWS AND OUTDOOR WORLD, 370 7th Ave., New York: Monthly. Articles on trapping, hunting, fishing, woodcraft, wild life, photography, etc. Photos.

GOLF ILLUSTRATED AND OUTDOOR AMERICA, 425 Fifth Ave., New York: Monthly. "We have use for a limited amount of material. Good golf stories for instance are very hard to find and would be carefully considered if presented. Golf jokes also would have attention. Outside of that the material that goes into the magazine will include only articles on golf course construction, green keeping, theories of play and reports of golfing events."

GOLFERS' MAGAZINE, Monadnock Bldg., Chicago: Monthly. "We use good stories where golf is the main

topic. Also photographs of prominent golfers, scenes on golf links, and pictures of golf club houses."

HUNTER-TRADER-TRAPPER, Columbus, Ohio: Confines itself strictly to material pertinent to the title of the publication. Uses brief experience articles on hunting and trapping and articles of interest to the trader and dealer in the pelts of fur-bearing animals.

MICHIGAN SPORTSMAN, Empire Bldg., Detroit: Monthly. Uses accounts of fishing and hunting trips and material that appeals to sportsmen.

MOTOR, 119 W. 40th St., New York: Monthly. Uses practical articles of interest to a car owner; short travel articles, accounts of interesting trips; short paragraphs and items of general interest to motorists. Material in general should be from 100 to 1000 words, but occasionally stories based upon some phase of motoring may run to greater length.

MOTOR BOAT, 39 W. 39th St., New York: Semi-monthly. Devoted to motor boats and boating. Uses practical articles, accounts of cruises, hints, photographs, plans and designs, etc. Buys prints of motor boats in action, of scenes in which motor boats are prominent features.

MOTOR BOATING, 119 W. 40th St., New York: Monthly. "We are always interested in anything pertaining to motor boating except fiction, especially if accompanied by good pictures as we feature the illustration of our articles. Buys separate photographs.

MOTOR-CYCLE ILLUSTRATED, 450 4th Ave., New York: Weekly. Will consider pertinent articles. Buys separate photographs.

NATIONAL SPORTSMAN, 275 Newbury St., Boston, Mass.: Monthly. An illustrated journal of outdoor life, using articles of every sort that would be of interest or value to sportsmen and to the out of doors man.

OUR DUMB ANIMALS, 180 Longwood Ave., Boston, Mass.: Post office address, Fenway Station, Boston: Mass.: Monthly. "Uses good articles, preferably under one thousand words, on all phases of the care and protection of animals and birds, and on practically all nature topics dealing with animal life such as would find acceptance with the outdoor magazines, provided there is nothing in the manuscripts inconsistent with the motto, 'Be Kind to Animals.' Stories may be fictitious if they are compelling and ring true. Several original poems are used each month. We are very anxious to secure new and striking photographs of animals and particularly of birds. We receive each month more pictures and articles relating to dogs and cats than we can use, but are constantly on the search for the unusual that is at the same time attractive. To authors who can submit short manuscripts and photographs of 'just the right thing for the next issue,' moderate cash prices will be paid on acceptance."

OUTDOOR ENTERPRISES AND FOOD AND FUR MAGAZINE, 115 East 31st St., Kansas City, Mo.: Articles pertaining to fur-bearing animals, both from commercial and the sports viewpoint. Also gives attention to all kinds of pet stock.

OUTDOOR LIFE, 1824 Curtis St., Denver, Colo.: Monthly. An illustrated journal devoted to shooting and angling. Uses stories and articles of personal sporting experiences. Articles regarding equipment, shooting and fishing grounds, etc. Uses good photographs for illustrating.

OUTERS-RECREATION, 9 So. Clinton St., Chicago: Monthly. Considers manuscripts from 2,500 to 3,500 words in length. Uses only articles or stories relating to hunting, fishing, woodcraft, camping, etc. Prefers illustrated articles and purchases separate photographs for same.

OUTING MAGAZINE, 140 W. 36th St., New York: Monthly. Uses articles dealing with hunting and allied sports. All the phases of outdoor life are handled, mainly from the standpoint of experts, although there is always a demand for personal experiences giving the point of view of the novice or the tenderfoot. The material is not restricted to the technical articles written by men who have spent their lives at the sports they describe. Purchases unusual outdoor photographs.

PACIFIC MOTOR BOAT, 71 Columbia St., Seattle, Wash.: Monthly. Devoted to the motor boat and yachting interests of the Pacific is in the market for illustrated stories of motor boat cruises made along the Pacific coast.

PLAYGROUND, 1 Madison Avenue, New York: Monthly. Published by the Playground and Recreation Association of America.

POLO AND CLUBMAN MAGAZINE, 503 5th Ave., New York: Monthly.

RIDER AND DRIVER, 175 Fifth Ave., New York: Fortnightly.

RUDDER, 9 Murray St., New York: Devoted to sport in its application to yachting and motor boating. Uses technical articles, accounts of cruises, and separate photographs.

SPORTING NEWS, 10th and Oliver Sts., St. Louis: Weekly. Devoted to baseball.

SPORTSMAN'S REVIEW, 15 West 6th St., Cincinnati: Weekly. As its name implies, published for the entertainment and instruction of the outdoor man, with special reference to hunting and fishing, buying both stories and articles in line with these topics.

SPORTS AFIELD, 542 S. Dearborn St., Chicago: Monthly. "The love element must be only incidental in stories; no overdrawn sentiment. Adventure stories are desired; 'real true-to-life-type' adventure is welcomed. Novels and serials may be used in the form of a good continued story of frontier life, or ranch life, or life in the pioneer days; but must be the work of an author who knows the country, the people and the atmosphere. Good anecdotes with a homely or field and forest flavor are used. The setting may be Western, Southern, far Northwestern, Mexican, South American or that of any other country the author knows and loves. Short tragedy is also used. We like pictures, but a strong article unillustrated is better than a weak one abounding in photographs. Travel articles, rightly done, are always in demand. Little hope for articles about prominent people unless they have the outdoor flavor. Especially

desires articles on hunting, fishing, shooting, natural history, stories of the backwoods, primitive conditions, etc. Sketches of Indian life are also used."

SPUR, 425 Fifth Ave., New York: Bi-monthly. Uses articles of not more than 1,500 words on sport and travel. Offers a very limited market for jokes and short verse.

TROTTER & PACER, 1123 Broadway, New York: Weekly. "It is not our policy to pay for contributions for our paper except an occasional story which we may be able to use in our Christmas number which is issued every December. We can pay a reasonable price for a story or a poem for this special number."

WILD LIFE, Chemical Bldg., St. Louis: Monthly.

YACHTING, 47 West 47th St., New York: Monthly.

SPORTING GOODS JOURNALS

SPORTING GOODS DEALER, 10th & Olive Sts., St. Louis, Mo.: Monthly. Uses articles which might be of special interest to men who are dealing in firearms, athletic supplies and the like. Prefers illustrated articles to those without illustrations.

SPORTING GOODS GAZETTE, Syracuse, N. Y.: Monthly. "Uses items of interest to merchants selling sporting goods, articles intelligently written on merchandise sold by this trade; new inventions ready for market, new concerns, changes, etc."

SPORTING GOODS JOURNAL, Tradepress Corporation, Chicago, Ill.: Uses material on sporting goods trade subjects.

MAGAZINES OF POETRY

AMERICAN POETRY MAGAZINE, 308 Thirty-fifth St., Milwaukee, Wis.

CONTEMPORARY VERSE, Logan P. O., Philadelphia, Pa.

GREENWICH VILLAGER, 57 Greenwich St., New York.

LYRIC WEST, 1139 West 27th St., Los Angeles, Cal.

MEASURE, 449 West 22nd St., New York.

POET AND PHILOSOPHER, 32 Union Square, East New York.

POET LORE, 194 Boylston St., Boston, Mass.

POETRY, 543 Cass St., Chicago, Ill.

POETRY JOURNAL, 67 Cornhill St., Boston, Mass.

SONNET, Williamsport, Pa.

TEMPO, Danvers, Mass.

VOICES, 18 Steinert Hall, Boston, Mass.

VERSE-MAKING AND MARKETS FOR POETRY

We would not counsel any one to venture upon verse making as a means of subsistence. The occasional rare individual, like the Bentztown Bard of the Baltimore "Sun," or Walt Mason, or Guest, will go ahead and succeed in spite of advice to the contrary. Verse making as a side line for such as have talent and passion for it is another matter. Yet poetry, in any real sense, is a jealous master and demands all before granting its highest rewards. Most of the well known poets have found it necessary to have another occupation in addition to their first choice, as Longfellow held a professorship, Lowell a professor and editor, and Bryant was editor of a daily newspaper. While Kipling's verse has almost unparalleled popularity, it is probable his income would be comparatively scant without his prose.

The prices paid by magazines and newspapers for poetry are in most instances relatively small, astonishingly so beside the remuneration for stories. Very famous poets, of course, sometimes obtain considerable sums for single poems. The verse makers who are able to syndicate their product on a large scale total good sums.

On the other hand, now and then, a single poem makes a man famous and opens the way for more verses, for prose and for platform work. This was true in the instances of Strickland Gillilan with "Finnigin," of Edwin Markham with "The Man with the Hoe," and

of Vachol Lindsay with "General William Booth Enters Heaven."

There are other satisfactions and rewards, in uttering musically what moves you deeply, and in "finding the song in the heart of a friend."

As to themes, Carlyle's dictum holds true for verse as well as prose, that "any subject can be made insteresting." But many subjects require a superior mind to make them interesting, or they require that some deep experience of the writer shall have made the subject vital for him. Strickland Gillilan versifies largely on the family affections, one of the oldest and most commonplace themes, but he writes directly out of his own heart of his feelings for his own household, and so he touches a universal chord.

In general, the high class magazines use poems on universal themes, rather than current ones, and these must be treated with distinction. Lesser magazines avail themselves of both universal and timely subjects. Newspapers give more space to timely subjects, without excluding altogether those of permanent interest. In all cases, save in backwoods publications, the workmanship must be good, if not excellent or distinguished. Poems that reveal genuine feeling for aspects of nature, and are happy in phrasing, make as wide an appeal as any.

In spite of the considerable vogue of free verse, most verse writers find it safer to employ the accepted forms. Good free verse is doubly difficult to create, and has laws of its own, not always discoverable by amateurs.

The markets for verse are at present by no means satisfactory. A large number of newspapers do not pay for poetry. Many of these print verse submitted through the mails without inquiring if the writer expects

payment. Other noted newspapers reprint poems from other journals and add insult to injury by omitting the names of the authors, thus robbing them of their meed of reputation. Relatively few even of the great daily newspaper regularly use poems that they have paid for.

Few of the religious publications remunerate the verse makers, except by a subscription. Certain of the agricultural papers use poetry and pay small sums for it. Some of the technical journals pay for verses that bear in some degree on their specialty. The better class of young peoples' papers use and pay for verses suited to their readers.

Following is a list of publications that use verse. While no attempt has been made to include every possible publication, the list is sufficient to provide a market for any really good and salable poetry.

Adventure.	Designer.
Ainslee's.	Detroit Sunday News.
All-Story Argosy.	Dial.
All's Well.	Doubledealer.
American Cookery.	Everybody's.
Atlantic.	Farm and Home.
Bookman.	Farmer's Wife.
Breezy Stories.	Follies.
Brooklyn Eagle.	Forward.
Century Magazine.	Forum.
Christian Herald.	Gentlewoman.
Cleveland Plain Dealer.	Good Housekeeping.
Classmate.	Harper's Bazaar.
Clubfellow and Washington Mirror.	Harper's Magazine.
Chicago Evening Post.	Holland's Magazine.
Collier's Weekly.	Home Friend.
Cosmopolitan.	Independent and Weekly Review.
David C. Cook Co.	Illustrated World.
Delineator.	Indianapolis News.
Denver Post.	Indianapolis Journal.

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Judge.	Pictorial Review.
Kansas City Star.	Popular Magazine.
Ladies' Home Journal.	Red Book Magazine.
Leslie's Weekly.	Richmond Times Dispatch.
Life.	St. Nicholas Magazine.
Live Stories.	Saturday Evening Post.
Los Angeles Herald.	Scribner's Magazine.
McCall's Magazine.	Smart Set.
McClure's Magazine.	Snappy Stories.
Metropolitan Magazine.	Success.
Munsey's Magazine.	Sunset Magazine.
Mystery Magazine.	Telling Tales.
National Pictorial Monthly.	Theatre Magazine.
New England Homestead.	Ten Story Book.
New Republic.	Today's Housewife.
New York Evening Post.	Top Notch.
New York Times.	Town Topics.
New York Tribune.	Vogue.
North American Review.	Wayside Tales.
Omaha World Herald.	Western Story Magazine.
Outlook.	Woman's Home Companion.
People's Home Journal.	Woman's World.
People's Popular Monthly.	Youth's Companion.
Philadelphia Bulletin.	Young's Magazine.

PLAYS

THE THEATER BUREAU, 220 West 42nd St., New York City, are in the market for one-act plays for vaudeville, which will be paid for in cash or a royalty contract will be offered. Any one-act play, outside of farce or comedy, has but slight chance of acceptance.

The following publications also use one-act plays.

BREEZY STORIES.

DRAMA, Washington, D. C.

POET LORE, Boston.

SMART SET.

SNAPPY STORIES.

TELLING TALES.

VANITY FAIR.

YOUNG'S MAGAZINE, New York.

MUSICAL

ETUDE, Philadelphia, Pa.: Monthly. A standard musical journal uses practical and educational musical articles.

MUSIC TRADES, 501 Fifth Ave., New York: "A weekly news and trade magazine devoted to the interests of manufacturers of and dealers in pianos, player pianos, music rolls, talking machines and phonographs, stringed instruments, brass instruments and the raw materials and supplies used in the manufacture of all these products. In our general department we publish articles on all conceivable subjects that will prove valuable to the manufacturers and dealers who read our paper. Constructive articles along the lines of those published by System and made to apply directly to the music dealer or manufacturer will find ready acceptance in this office. These may deal with any phase of factory or store problems. They may be so technical as to require diagrams or they may be written in breezy narrative style. The important thing is that each article must contain an instructive truth and an idea which our readers may apply with benefit to themselves. The same principles obtain in our special departments but necessarily these articles must deal directly with the field covered by those departments. We are particularly interested in photographs of clever window displays and in pictures of attractive interiors of music stores or music departments in general stores. We are also interested in clever advertisements

gotten up by music dealers. In fact, we are out for everything that will be of service to the people who read our paper."

MUSICAL CLASSIC, South Bend, Ind.: Monthly. Uses both practical and popular articles relating to the art of music. Also, short stories, poetry, and humor with music as a motif. Short articles desired; nothing over 2,500 words.

MUSICAL OBSERVER, New York City.

NEW MUSIC REVIEW AND CHURCH MUSIC REVIEW, 2 West 45th St., New York: Monthly. Uses general articles upon musical subjects, musical news, etc.

WRITERS' MAGAZINES

The following publications are devoted to the needs of writers, using articles of instruction and information regarding the technicalities of the craft; and publishing articles and news items which will assist writers toward finding markets for their work. The majority of them will pay moderate prices for acceptable material that is helpful to their readers.

ARKANSAS WRITER, Little Rock, Ark.

EDITOR, Highland Falls, N. Y.

NEW PEN, 216 East 14th St., New York.

STUDENT WRITER, 1835 Champa St., Denver, Colo.

WRITER, Box 1905, Boston, Mass.

WRITER'S DIGEST, Butler Bldg., Cincinnati, Ohio.

WRITER'S MONTHLY, Springfield, Mass.

MISCELLANEOUS PUBLICATIONS

ANTIQUES, 683 Atlantic Ave., Boston: Monthly. Uses articles with illustrations which deal with antiques and antique art in a manner that will interest amateurs, collectors and dealers. Articles must be written from the standpoint of actual knowledge of the subject or individual item treated, and should not run over 2,000 words.

BLACK KNIGHT, 111 So. Victoria Ave., Atlantic City, N. J.: Monthly. Describes itself as a "magazine of rationalism," writes that it desires short fiction, 2,500 words or so.

COLUMBIA, 105 West 40th St., New York: Monthly. A new publication issued under the auspices of the Knights of Columbus. The statement is made that it will use fiction in the form of short stories, preferably that which contains some element of adventure, 1,000 to 5,000 words. Verse.

CRESCENT, 647 York St., St. Paul, Minn.: Monthly. Official organ of The Mystic Shrine. Devoted mainly to news, information and special articles dealing with the work of the order, or with individuals of the order; some miscellaneous material is used, including short stories, fillers in the way of humor and dialogue.

DETONATOR, Owl Drug Bldg., San Diego, Calif. Uses material dealing with the sea, and for and about sailors and naval men. Wants sea stories, poems, ballads and chanteys.

EXPERIENCE, 334-A Fell St., San Francisco, Calif. Uses articles from 500 to 1,000 words each which are interpretations of everyday occurrences treated from an unusual viewpoint.

HAY RAKE MONTHLY, Garland, Pa.: Monthly. Uses short stories, not more than 1,000 words, preferably with a humorous slant and with a rural setting.

HIGH SCHOOL LIFE, 58 East Washington St., Chicago, Ill.: Monthly. Uses material that will appeal to high school and junior college students comprising fiction, long and short, humor and serious articles.

JOURNAL OF HEALTH AND SANITATION, 300 North Ada St., Chicago: A monthly publication covering the field of health and hygiene in non-technical language for the general reader. Uses articles on aspects of health, sanitation and clean living.

LIBERATOR, 138 West 13th, New York: Monthly. Uses sketches, short stories and short plays of a radical tendency. Articles on labor from the radical viewpoint. Verse.

MENTOR, 381 4th Ave., New York: Monthly. A journal of uplift and education.

NAUTILUS, Holyoke, Mass.: Monthly. A magazine of New Thought. Uses practical experience articles.

RADIOIST, Omaha, Neb.: Uses humorous or serious stories about radio; constructive articles, newsy items, and any other subject matter pertaining to radio. Manuscripts should not exceed 1,000 words in length unless of exceptional technical character.

SATURDAY BLADE, 500 N. Dearborn St., Chicago, Ill.: Weekly. Uses articles on science, invention and travel.

TALMUD MAGAZINE, 8 Beacon St., Boston: Monthly. Jewish. General articles of Jewish interest and personality articles with portraits of prominent Jews. Uses short articles only — not over 1,000 words. Will use good plays of Jewish interest.

NEW MAGAZINES

The following is a list of new magazines which as yet have not had time to prove their hold upon the reading public, and consequently it is impossible for us to give any definite assurance that they will still be in the market for material by the time this book is off the press. Every magazine has to start sometime and so we are watching these with interest. In sending manuscripts for consideration writers should bear in mind that the rate of remuneration will probably not be high, but that those sending in acceptable material will be remembered and welcomed from time to time.

ARTIST, Oak Park, Ill.: Quarterly. Uses short articles on china painting, water color painting, parchment shade making, and other similar matters that appeal to women artists; is especially anxious for articles regarding art work which may be followed at home.

BEAUTY, 175 Duffield St., Brooklyn, N. Y.: Monthly. A magazine of personal appeal to women.

BLACK KNIGHT Atlantic City, N. J.: States that it will use some short fiction, not over 2,500 words in length.

CINEMA ART, 1830 Arch St. Philadelphia, Pa.: Monthly. A photoplay magazine using all sorts of material pertaining to the screen.

COLLEGIATE WORLD, 111 N. Market St., Chicago, Ill.: A magazine using high grade articles and personality sketches on college men and women who have made good. Authors submitting manuscripts should name their educational affiliations. Uses material upon any subject related to collegiate life.

DOUBLE DEALER, New Orleans, La.: A magazine of sophistication of an advanced sort. Uses rather daring and decidedly modern material which need not conform to any established school of writing, either in prose or in verse. Uses some humorous and satirical material.

I CONFESS, 46 West 24th St., New York: Monthly. A new magazine using personal experience stories, or those founded upon such experiences. Uses stories up to 3,000 words.

MUSTERBOOK, 2103 N. Halstead St., Chicago, Ill.: Monthly. Of distinctly "modernist" type and gives attention to the arts and to verse.

NATION'S VOICE, 1347 L. St., Washington, D. C.: Monthly. A magazine using short stories, verse, essays, general articles, short plays and novelettes and serials. Short stories should be done in a fashion that will appeal to the sophisticated reader and may run to 5,000 words in length.

WOMAN BEAUTIFUL, 119 West 40th St., New York: A new publication issued by the Physical Culture Corporation. Uses material pertaining to health and beauty.

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YOUTH, 66 East Elm St., Chicago, Ill.: Monthly. Uses short stories and articles pertaining to the arts and to verse. Is planned to appeal particularly to the younger artists. Contributions should have the flavor of the studio; drawings and sketches are desired.

CANADIAN PUBLICATIONS

STANDARD MAGAZINES

CANADIAN BOOKMAN, Montreal, Que.: Monthly. Articles on literature, and verse, but Canadian angle very essential.

✓ CANADIAN ILLUSTRATED MONTHLY, Montreal, Que.: Monthly. Articles on live Canadian subjects, preferably "development" and progress, up to 6,000 words and suitable for illustration. Uses several good news photographs in every issue, also short stories up to 5,000 words. No verse or serials.

✓ CANADIAN MAGAZINE, Toronto, Ont.: Monthly. Distinctive fiction 2,000 to 5,000 words along the lines of higher class American magazines, with Canadian setting for preference but not compulsory. Occasional serials. Articles 1,500 to 3,000 words on a wide range of topics, but literary or fairly intellectual preferred, with or without illustrations. Occasional verse.

MACLEAN'S MAGAZINE, Toronto, Ont.: Semi-monthly. Two or three good stories in every issue, 5,000 to 6,000 words. Buys serials. Articles of vital interest to Canadians, with a "news slant" preferred, and that can be illustrated. Regular department for women's affairs.

SATURDAY NIGHT, Toronto, Ontario: Weekly. Political, financial and women's life. Topical articles up to 2,000 words, on these topics, especially in a light, humorous vein. Occasionally buys news photographs or pictures of personalities. No fiction. Literary, critical and fashion departments handled by inside staff.

STANDARD, Montreal, Que.: Weekly. Buys outside articles of usual Sunday type, short and serial stories, also news photographs.

STAR WEEKLY, Toronto, Ont.: Weekly. Feature articles that can be syndicated up to 3,000 words, paragraphs about personalities, women, and home interests. News photographs.

SUNDAY WORLD, Toronto, Ont.: Weekly. Regular Sunday feature articles of various lengths. News photographs.

VETERAN, Toronto, Ont.: Monthly. A magazine appealing primarily to ex-soldiers, but using a certain amount of outside matter, especially fiction.

HOUSEHOLD AND WOMEN'S

CANADIAN HOME JOURNAL, Toronto, Ont.: Monthly. Fiction up to 5,000 words, serials, and articles on home, household, and dress, 1,000 to 2,000 words.

EVERYWOMAN'S WORLD, Toronto, Ontario: Monthly. Fiction 3,000 to 6,000 words, occasional serials, and articles 1,000 to 1,500 words on general household

topics, although very often uses longer articles, such as travel, etc.

LA REVUE MODERNE, Montreal, Que.: Monthly. In French. Articles 1,000 to 3,000 words, on subjects principally of interest to women, also art and travel. Uses fiction.

WESTERN HOME MONTHLY, Winnipeg, Man.: Monthly. A home publication with its biggest circulation in rural districts and appealing to both sexes. Fiction up to 4,000 words, seldom serials, articles 1,000 to 2,000 words, on large variety of topics, chiefly environed by its special constituency. Young People's, Practical Farm Hints, and other departments.

RELIGIOUS

CHRISTIAN GUARDIAN, Toronto, Ont.: Weekly. Articles 500 to 1,500 words, on religious topics, and home articles.

PRESBYTERIAN WITNESS, Toronto, Ontario: Weekly. Religious topics and missions, and household articles. Fiction up to 2,500 words.

JUVENILE

CANADIAN BOY, Ottawa, Ont.: Monthly. Organ of Boy Scout Association. Adventure and scout stories up to 3,000 words, with practical articles on how to make things, etc.

EAST AND WEST, Toronto, Ont.: Weekly. A Presbyterian Sunday School paper. Articles up to

1,000 words, on suitable topics. Stories up to 2,500 words.

FARM PAPERS

CANADIAN COUNTRYMAN, Toronto, Ontario: Weekly. Uses regular feature articles about agriculture, photographs, and very often special articles up to 2,000 words, on special subjects involved in rural relations. Household and juvenile departments. Sometimes uses fiction and serials.

CANADIAN FARMER, Toronto, Ont.: Weekly. Feature articles up to 1,000 words, on live farm topics, especially those which show greater productiveness. Departments — stock, poultry, home, needlecraft, and juvenile. Buys syndicated serials.

CANADIAN HORTICULTURIST, Peterboro, Ont.: Monthly.

CANADIAN POULTRY JOURNAL, Hamilton, Ont.: Monthly.

CANADIAN POWER FARMER, Winnipeg, Man.: Monthly.

FAMILY HERALD AND WEEKLY STAR, Montreal, Que.: Weekly. Combined newspaper and popular magazine. Has departments covering all angles of rural and home life, and also purchases special articles on variety of subjects, up to 2,000 words. Seldom buys photographs. Short story in every issue, and serials.

FARM AND DAIRY, Peterboro, Ont.: Weekly. Feature articles 1,000 to 1,500 words, on regular farm

subjects, especially to do with dairying and live stock. Occasional articles on other subjects, such as economics. Occasional fiction.

FARM AND RANCH REVIEW, Calgary, Alta.: Semi-monthly. Articles of interest to western grain farmers and stockmen.

FARMER'S ADVOCATE, Winnipeg, Man.: Weekly. Short practical articles.

GRAIN GROWERS' GUIDE, Winnipeg, Manitoba: Weekly. Organ of the farmers' leagues. Combines practical agriculture with economic and political angles. Articles on these subjects, 1,000 to 2,000 words, occasionally bought from outsiders.

NOR' WEST FARMER, Winnipeg, Man.: Semi-monthly. Short practical articles, especially dealing with livestock.

AUTOMOBILES

CANADIAN MOTOR TRACTOR AND IMPLEMENT TRADE JOURNAL, Toronto, Ont.: Monthly.

CANADIAN MOTORIST, Toronto, Ont.: Monthly.

MOTOR IN CANADA, Winnipeg, Man. Monthly.

MOTOR MAGAZINE, Toronto, Ont.: Monthly.

OUTDOOR AND SPORTING

CANADIAN GOLFER, Brantford, Ont.: Monthly.

ROD AND GUN, Woodstock, Ont.: Monthly. Buys articles, 1,000 to 3,000 words on hunting, fishing and outdoor life, also good photographs.

HOUSE ORGANS

CANADIAN NATIONAL MAGAZINE, Toronto, Ont.: Monthly. Railroad.

FOOTPRINTS, Montreal, Que.: Quarterly. Rubber interests.

IMPERIAL LIFE GUARD, Toronto, Ont.: Quarterly. Life insurance.

TRADE PRESS

1. Bakery and Confectionery

BAKER AND CONFECTIONER, Toronto, Ont.: Monthly.

2. Building

CONTRACT RECORD, Toronto, Ont.: Weekly.

3. Clothing

DRY GOODS REVIEW, Toronto, Ont.: Monthly.

4. Electrical

ELECTRICAL NEWS, Toronto, Ontario: Semi-monthly.

5. Engineering

CANADIAN ENGINEER, Toronto, Ont.: Weekly.

THE POWER HOUSE, Toronto, Ontario: Semi-monthly.

6. Furniture

FURNITURE JOURNAL, Toronto, Ont.: Monthly.

7. Grocery

CANADIAN GROCER, Toronto, Ont.: Weekly.

8. Hardware

HARDWARE AND METAL, Toronto, Ontario: Weekly.

9. Mechanics

CANADIAN MACHINERY AND MANUFACTURING NEWS, Toronto, Ont.: Weekly.

IRON AND STEEL OF CANADA, Ste. Anne de Bellevue, Que.: Monthly.

10. Public Service

CANADIAN MUNICIPAL JOURNAL, Montreal, Que.: Monthly.

11. Printing

PULP AND PAPER MAGAZINE, Ste. Anne de Bellevue, Que.: Weekly.

12. Textiles

CANADIAN TEXTILE JOURNAL, Ste. Anne de Bellevue, Que: Semi-monthly.

13. Miscellaneous

MARKETING, Toronto, Ontario: Semi-monthly. Articles on business subjects, especially those dealing with advertising and salesmanship.

HOUSE ORGANS

A field somewhat neglected by the average writer is that described in the following pages, the field of the Commercial House Organ. There is an almost endless list of these, as practically every great industrial concern, public utility company and large mercantile house issues such a publication either for distribution among its employees, or for the public at large.

House organs have a very definite purpose which has been summed up as follows:

- (1) To stimulate the morale of the working force.
- (2) To tell the firm's own story in its own way.
- (3) To humanize a great industrial plant.
- (4) To keep dealers posted on live issues.

To cover these points they use not only practical material, that of an informative nature, but most of them use miscellany in the way of little stories, verses, jokes, etc., intended to please their readers and act as a foil to the purely business and practical articles.

Their wants are as varied as would be those of an equal number of publications of general literature. The list following, with descriptive paragraphs of individual needs, is intended to be suggestive only. Added to these we give a list consisting only of the names of the journals and their publishers. It would be well for writers who wish to follow this line of work to secure and to make a careful study of as many of these journals as is possible. The majority of them pay fairly liberal rates and are prompt and courteous in their treatment of writers.

AMERICAN NEWS TRADE JOURNAL, New York: Semi-monthly. Published by The American News Company for dealers in periodicals, managers in periodical departments in stores, newstand men in hotels, railroad stations, office buildings, etc.

BELL TELEPHONE NEWS, Chicago, Ill., Monthly. Uses mainly material of interest to people in the telephone business, and about people in the service of the Bell Telephone Co. But uses also fiction stories that have telephone work as a motif.

BUILDING PROGRESS, Pittsburg, Pa.: House organ of The National Fire Proofing Company, manufacturers of Natco hollow tile blocks and other fire proofing material. Occasionally purchases an illustrated article which treats of use for Natco hollow tiles, or articles which will be of value to architects and builders interested in fire proofing processes in general.

CHANNON'S REVIEW, Chicago, Ill.: "A house organ published monthly in the interests of the H. Channon Company, and their customers, who are located 'wherever there are chimneys.' Articles of an educational, interesting, or entertaining nature are desired. Illustrated articles, with photographs or drawings, are preferred. Cartoons might be used, if exceptional. When submitting material writers should remember that readers are contractors, machinists, engineers and men in similar mechanical lines."

CHEVROLET REVIEW, New York: The monthly publication of the Chevrolet Motor Company, wants good strong fiction in which the automobile is featured

as a necessity. Is also interested in actual tours in which the Chevrolet is featured. Contributions should be about 2,500 words in length.

COLUMBIAN CREW, Auburn, New York: The house organ of the Columbian Rope Company. "We are developing a chain of resident photographers and news writers in various sections of the country, who can get good, live, snappy photographs of Rope and Twine in use and accompany these photographs with short descriptions amounting to not over 150 to 200 words each."

CROWN, Baltimore, Md.: Monthly. Published in the interest of the bottling trade, by the Crown Cork and Seal Company.

DIAMOND DUST Kansas City, Mo.: A house organ issued monthly by C. A. Kiger Co., wholesale jewelers. In addition to exploiting the firm the paper carries general information in articles bearing on diamonds and other lines of trade.

DODGE IDEA, Mishawaka Ind.: A magazine of industrial progress published in the interest of factory managers, superintendents, chief engineers and master mechanics. Uses manuscripts on accident prevention, welfare work, organization, efficiency and human engineering generally.

DU PONT MAGAZINE, Wilmington, Del.: Is more than an advertising organ for the E. I. du Pont de Nemours Co. It is a veritable review of industrial progress in America.

EDISON MONTHLY, New York: The house organ of the New York Edison Company, uses a little good verse on electrical subjects. It must be well done of its kind and in good taste. Short poems, four, six, and eight lines will be particularly useful to fill out pages. Manuscripts of more than twenty lines will stand little chance of acceptance. Verse must bear on electricity in some manner.

EDISON SALES BUILDER, Harrison, N. J.: Department of publicity, Edison Lamp Works of General Electric Company. Can occasionally use an article having to do with modern lighting from the consumers' point of view, or perhaps a short article on merchandising for the small retailers which would be helpful to the average electrical merchant and contractor. Contributions should be about 500 words in length.

EXPRESS MESSENGER, 65 Broadway, New York: The house organ of the American Railway Express. Its object is to sustain the morale and interest of the employees of the company. It uses all sorts of material that will entertain and amuse and instruct its drivers, office men and routemen. Items should be short and pertinent. It also uses verse applying to its line.

FAMOUS CLOTHIERS (Add. Dept.), Madison and Halstead St., Chicago: 2 or 3 times a year, "The Sat. Even'g Ghost." 1 story, humorous, each issue, 2,000 to 2,500 words.

FORDOWNER AND DEALER, 505 Montgomery Bldg., Milwaukee, Wis.: Monthly. Uses material of many sorts having direct relation to the Ford car or

Fordson tractor. Uses technical articles, news events, stories in which the Ford car is cleverly featured, and anecdotes, jokes or verse with Ford products as a basis.

GINGER, Duluth, Minn.: Monthly. A house organ issued by Stone-Ordean-Wells Company, Wholesale Grocers. "We are in need of a few jokes each month to use as short fillers. We want clever, snappy, original stuff, and, above all, it must be humorous. Jokes should be short so that they will not occupy more than about an inch in type, although we can use an occasional joke longer than that. We will pay twenty-five cents each. Jokes relating to the grocery business directly or indirectly to food products will be particularly acceptable."

HARVESTER WORLD, 606 South Michigan Ave., Chicago: Monthly. This is the publication of the International Harvester Co., and uses material that is in any way related to the business of harvesting, especially the mechanical features.

HUB, New York: Monthly. Published in the interest of employers and workmen connected with manufacture of carriages, wagons, sleighs, automobiles and accessory trades, and also in the interest of dealers. May use an occasional brief article.

JEWELER'S POCKET MAGAZINE, New York: Published by Robert H. Ingersoll & Bro. Though an Ingersoll house organ, it does not wish any articles dealing with Ingersoll watches. It prefers articles that will inspire and instruct the retail jeweler, and make him a better merchant. Contributions may be on various

phases of store management, buying, advertising, store-salesmanship, window displays, employers' problems, and the like. Articles illustrated with clear photographs are preferred.

LINOTYPE BULLETIN, New York: House organ of the Mergenthaler Linotype Company. Uses brief interesting stories concerning the Linotype, and its product, the savings it effects, its advantages and economies in general as shown by actual experiences of its owner. These articles should not run to more than 500 words at most, and preferably less.

OFFICE ECONOMIST, Jamestown, New York: A house organ published by the Art Metal Construction Company.

OUR VIEWS AND NEWS, The Central Leather Co., New York: Monthly. This publication partakes of the nature both of a house organ and a trade journal. Uses long and short articles dealing with every aspect of the leather business from the history of leather, leather on the hoof, through all the ramifications of the product and by-products.

POINTS, St. Louis, Mo.: Published by the A. B. Dewes Printing and Stationery Co., buys articles, stories or anecdotes of two or three hundred words that have a "point" to them and which show, directly or indirectly, the value of printing of good quality.

TEXACO STAR, Houston, Texas: Monthly house organ for distribution to the employees of the Texas Company, leading producers, refiners, and distributors

of oil. Buys an occasional contribution, prose or verse, pertinent to the purposes of the machine.

WEAR-EVER, New Kensington, Pa.: Is the house organ of the Aluminum Cooking Utensil Company. Its purpose is to help dealers sell Wear-ever aluminum utensils, and articles of general interest on subjects such as "The Evolution of Cooking Utensils," "Cooking Utensils in Many Lands," talks on store management, window displays, demonstrations, and on general topics of interest to dealers are desired.

SUPPLEMENTARY LIST

The following supplementary list of House Organs is not intended to be complete, but to afford a suggestion of the many diverse lines of business that engage in such publishing enterprises. It should be remembered that these publications do not as a rule confine themselves to merely practical, technical and statistical articles connected with the lines of business that they represent, but that many of them use short articles of general information, humorous sketches, jokes and other miscellany designed to lighten and make attractive their pages. A request for a sample copy will almost always be honored, and by studying the material used a writer can easily determine what sort of offerings would likely be acceptable.

ADVANTAGES, REXAL NEWS, United Drug Co., Boston, Mass.

AMERICAS, National City Bank, New York City.

BANK SERVICE, First National Bank, Los Gatos, Cal.

BIGELOW MAGAZINE, Bigelow-Hartford Carpet Co., New York City.

BOOKKEEPING TODAY, Elliott-Fisher Co., Harrisburg, Pa.

BRILL MAGAZINE, J. G. Brill Co., Philadelphia, Pa.

B. R. T. MONTHLY, Brooklyn Rapid Transit Co., Brooklyn, N. Y.

BUICK BULLETIN, Buick Motor Co., Flint, Mich.

BURROUGHS, Burroughs Adding Machine Co., Detroit, Mich.

BUSH MAGAZINE, Bush Terminal Co., New York City.

CHILD'S MAGAZINE, Child's Company, New York City.

CORONA BULLETIN, Corona Typewriter Co., Groton, N. Y.

COTTON CHATS, Draper Co., Hopedale, Mass.

DAMASKEENE MONTHLY, Gem Cutlery Co., New York City.

DENNISON BULLETIN, Dennison Mfg. Co., Framingham, Mass.

DISSTON CRUCIBLE, Henry Disston & Sons, Philadelphia, Pa.

DUTCH BOY PAINTER, National Lead Co., New York City.

EDISON DIAMOND POINTS, THE EDISON PHONOGRAPH MONTHLY, TIPS, Thomas A. Edison, Orange, N. J.

EMPLOYEES' MAGAZINE, Baltimore and Ohio Railroad, Baltimore, Md.

EMPLOYEES' MAGAZINE, Lehigh Valley Coal Co., Wilkes-Barre, Pa.

FASHIONS OF THE HOUR, Marshall Field & Co., Chicago, Ill.

FIDELITY POLICY HOLDER, FIDELITY FIELD MAN, Fidelity Mutual Life Insurance Co., Philadelphia, Pa.

FURROW, Deere & Co., Moline, Ill.

GAS LOGIC, Consolidated Gas Co., New York City.

GEARED TO THE ROAD, Miller Rubber Co., Akron, Ohio.

GENERAL ELECTRIC REVIEW, General Electric Co., Schenectady, N. Y.

GLOBE-WERNICKE DOINGS, Globe-Wernicke Co., Cincinnati, Ohio.

GOODYEAR TIRE NEWS, Goodyear Tire & Rubber Co., Akron, Ohio.

GRAPHITE, Joseph Dixon Crucible Co., Jersey City, N. J.

HARTFORD AGENT, Hartford Fire Insurance Co., Hartford, Conn.

HARVESTER WORLD, International Harvester Co., Chicago, Ill.

HATMAN, Crofut & Knapp Co., New York City.

HOUGHTON LINE, VIM, HOUGHTON PAY ENVELOPE, E. F. Houghton & Co., Philadelphia, Pa.

HUDSON RIVER DAY LINE MAGAZINE, Hudson River Day Line, New York City.

HUNCHES & PUNCHES & PEP, Newspaper Enterprise Association, Cleveland, Ohio.

IDEAL POWER, Chicago Pneumatic Tool Co., Chicago, Ill.

INDEX, Shaw-Walker Co., Muskegon, Mich.

KODAK TRADE CIRCULAR, KODAK SALESMAN, STUDIO LIGHT, KODAKERY, Eastman Kodak Co., Rochester, N. Y.

LIKE KELLEY DOES, Kelley-Springfield Motor Truck Co., Springfield, Ohio.

LITTLE BLUE FLAG, Lowe Bros., Dayton, Ohio.

MEATS FROM COTTON SEEDS, Bauer Bros.,
Springfield, Ohio.

N. C. R. NEWS, N. C. R. (TO SELLING FORCE),
N. C. R. (TO MERCHANTS), National Cash Register
Co., Dayton, Ohio.

NESCO NEWS, National Enameling & Stamping Co.,
Milwaukee, Wis.

NEW ENGLAND TELEPHONE TOPICS, New
England T. & T. Co., Boston, Mass.

OLD BAY LINE MAGAZINE, Baltimore Steam
Packet Co., Baltimore, Md.

OUTPUT, Cooper Hewitt Electric Co., Hoboken, N. J.

PEN PROPHET, L. E. Waterman Co., New York
City.

PHEASANT'S TALE, Oregon Fruit Juice Co., Salem,
Oregon.

PILOT, Old Dominion Steamship Line, New York
City.

POPULAR STOREKEEPER, People's Popular
Monthly, Des Moines, Iowa.

PORTFOLIO, Cleveland Leather Goods Co., Cleve-
land, Ohio.

PRACTICAL MAGAZINE OF EFFICIENT MANAGEMENT, The Efficiency Co., Chicago, Ill.

PREST-O-NOTES, Prest-O-Lite Co., Indianapolis, Ind.

PULL TOGETHER, Eaton, Crane & Pike, Pittsfield, Mass.

PURPLE RIBBON, South Bend Watch Co., South Bend, Ind.

RALSTON SALESMAKER, Ralston Health Shoemakers, Brockton, Mass.

REMINGTON NOTES, Remington Typewriter Co., New York City.

ROYAL STANDARDS, Royal Typewriter Co., New York City.

SPIRELLA MONTHLY, Spirella Co., Niagara Falls, New York.

STEWART LEVER, Stewart-Warner Speedometer Corporation, Chicago, Ill.

STUDEBAKER NEWS, Studebaker Corporation, Detroit, Mich.

S. W. P., THE CHAMELEON, Sherwin-Williams Co., Cleveland, Ohio.

TELEPHONE FACTS, Kellogg Switchboard & Supply Co., Chicago, Ill.

THREE-IN-ONE SENSE, Three-in-One Oil Co., New York City.

TIME, I. T. R. SALES RECORD, International Time Recording Co., Endicott, N. Y.

TOOCOCO TALKS, Toledo Cooker Co., Toledo, Ohio.

TRAVELERS' STANDARD, Travelers Insurance Co., Hartford, Conn.

TRUCK TALK, General Motor Truck Co., Pontiac, Mich.

UNITED SHIELD, United Cigar Stores Co., New York City.

VERTICAL FARMING, E. I. Du Pont de Nemours Powder Co., Wilmington, Del.

VOICE OF THE VICTOR, Victor Talking Machine Co., Camden, N. J.

WALK-OVER SHOE PRINTS, George E. Keith Co., Boston, Mass.

WEDGE, North American Construction Co., Bay City, Mich.

WESTINGHOUSE ELECTRIC NEWS, WESTINGHOUSE SHOW WINDOW CALENDAR, Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.

YELLOW STRAND, Broderick and Bascom Rope Co., St. Louis, Mo.

Y. & E. IDEA, Y. & E. NEWS, Yawman & Erbe,
Rochester, N. Y.

(As an additional aid to writers who wish to take up this line of work, "Writing for The Trade Press" (\$1.00), and "88 Ways to Make Money by Writing" (\$1.20) are recommended. Published by James Knapp Reeve, Franklin, Ohio.)

BOOK PUBLISHERS

The endeavor has been to have this a list of publishers of standing. A publishing agreement entered into with any one of the following houses will necessarily be fulfilled to the equal advantage of both author and publisher. A publisher is successful only in degree as the books he adds to his list appeal to the reading public and sell. The author who cooperates with his publisher will find that he is working side by side with a business man who is as much concerned with the literary value of his product as with the commercial. No man's judgment is certain. If a publisher fails to sell a fabulous number of one of your books do not hasten to his neighbor with the manuscript of your next book. Better have six books in the list of one publisher than one book in each of six different lists. Your royalties will increase by geometric progression as the number of your books in one publisher's list increases. And it looks much better.

Manuscripts of books are best sent by express. It is not necessary to supply a return addressed envelope, though large, gussetted envelopes of stout paper are easily obtained. Ask that the manuscript be returned, if unaccepted, by express with charges collect.

Most book publishers use all kinds of material and of all lengths. To expect a publisher to state his requirements exactly is preposterous. "The books we must desire to issue in the future are 'good' books." This epitomizes the statements of leading publishers. It will profit writers to familiarize themselves with the output

of different publishing houses to the end that they may know which publishers are accustomed to issue books with which the manuscript it is desired to "place" is in keeping. But it should be noted that the quality most in demand is that of novelty. A publisher often will be interested in a manuscript because he has no similar book in his list.

Writers of fiction, especially those not of established reputation, often are subjected to much discouragement in their efforts to find a publisher for manuscripts of book length. There are a great number of thoroughly reliable houses which publish novels on royalty agreements; but a work that will be acceptable to one house may not at all fit into the needs of another; and the judgment of publishers as to the value of a certain work will differ widely. For instance, it is well known that one of the most successful books of recent years — *David Harum* — was rejected by six houses. Accepted finally, it proved how fallible the judgment of even experienced publishers might be.

Usually a considerable time is required for the examination of a book manuscript; from three weeks to six weeks is about the shortest time in which an answer can be expected. Oftener a manuscript will be held two or three months for examination, and we have known a year to pass before a definite answer was given.

When we consider that it may be necessary for a writer to offer his work to a half dozen or a dozen publishers before finding the right one, and that this may entail delays covering two or three years, it is apparent that a writer should use every possible means in advance to discover whether his work is in line with the needs of the house to which it is to be submitted. This can be determined by getting the advice of some experienced

author, or by securing catalogues of the different publishers and studying carefully the classes of work which they are putting out. A little time and care spent in this manner may serve to avoid long, vexatious delays.

AINSWORTH CO., Chicago, Ill.: Educational Publishers.

ALLYN AND BACON, 50 Beacon St., Boston, Mass.: Publishers of text books.

✓ ALTEMUS COMPANY, HENRY, 1326 Vine St., Philadelphia, Pa.: "We publish fiction, both adult and juvenile. We have also a series of hand-books of useful information. We do not care for poetry. Adult fiction manuscripts should run not less than 80,000 words and juvenile books should run between 40,000 and 50,000 words."

AMERICAN BAPTIST PUBLICATION SOCIETY, 1701 Chestnut St., Philadelphia, Pa.: Sunday School publications and books of devotion, etc.

AMERICAN BOOK AND BIBLE HOUSE, Philadelphia, Pa.

AMERICAN BOOK COMPANY, 100 Washington Square, New York: Publishers of text-books, for supplementary reading, teachers' books, and books for school and college in every branch of science and art.

AMERICAN SUNDAY SCHOOL UNION, 1816 Chestnut St., Philadelphia, Pa.: "We publish fiction to a limited extent, of a religious type. We issue juveniles

if they have evangelical teaching. We are especially interested in books of particular value to Sunday School workers, and Biblical scholars, and other religious books. For our purposes we would suggest as the maximum length of the manuscript of a religious book, 70,000 words, and of a story, 20,000 words."

AMERICAN TRACT SOCIETY, 103 Park Ave., New York: Publishers of fiction, religious and juvenile books.

✓ APPLETON & CO., D., 35 W. 32nd St., New York: "We publish both fiction and juveniles. The books we most desire to issue in the future are 'good' books. We should say that a 75,000 word novel is as short as the public would be apt to care for and that an author need not be afraid to write a story twice that length." Also publishers of text-books.

ASSOCIATION PRESS, 347 Madison Ave., New York: The publishing branch of the Y. M. C. A. Issues books that will appeal particularly to young men, such as those on outdoor sports, and books of a religious and inspirational nature.

AUDEL & CO., THEO., 63 Fifth Ave., New York: Publishers of mechanical, automobiling, electrical and scientific handbooks.

BAIRD & CO., HENRY CAREY, Inc., 110 Nassau St., New York: Publishers of a general list of technical, mechanical, scientific and industrial books.

BAKER & CO., WALTER H., 5 Hamilton Place, Boston, Mass.: Publishers of plays and material for entertainments.

BALL PUBLISHING CO., 147 Summer St., Boston, Mass.: Bring out a miscellaneous list in which serious work, essays, verse, etc., predominate.

BARDEEN, C. W., Syracuse, New York: Publishers of educational books and others of interest to teachers and school workers. Also of index cards, report blanks, forms and other material for use in the school room.

BARNES CO., A. S., 30 Irving Place, New York: Educational publishers giving attention strictly to educational and text books. In the educational field, however, they include music books and books of folk dances, of which they make a specialty.

✓ BARSE & HOPKINS, 21 Division St., Newark, N. J., supply the following statement: "Though we are publishers of a line consisting principally of gift books and artistic calendars, yet we stand ready to issue any reputable book that gives good prospects of a commercial profit. We will be glad to consider manuscripts which would make good 'gift-books' for men, 'anthologies,' 'year-books,' books of epigrams, books of quotations and 'new thought' books. We will also consider poems and verse suitable for holiday cards and calendars, and will consider drawings and sketches suitable for this use if they are especially attractive. We are also on the lookout for exceptionally bright and interesting juvenile stories." General book publishers who specialize in gift books, books of verse, de luxe volumes, etc., have acquired the greeting card

business of H. L. Woehler, and the gift card, holiday seal, tag and accessory business of the United Art Publishing Company.

BECKLEY-CARDY Co., 312 West Randolph St., Chicago, Ill.: Juvenile books, especially such as may be used in reading classes and school work. Also recitations, playlets, and material for entertainment for children, and general school room helps.

BENZIGER BROTHERS, 36 Barclay St., New York: Publishers of Benziger's Magazine, a Catholic literary monthly, and of books of all kinds of especial appeal to Roman Catholic readers.

✓ BOBBS-MERRILL COMPANY, Indianapolis, Ind.: "In addition to fiction and a general miscellaneous line, including belles-lettres, juveniles and verse, we publish educational textbooks and law books." Extensive publishers of fiction.

BONI & LIVERIGHT, 105 West 40th St., New York: Novels, travel, biography, and educational works.

BRADLEY CO., MILTON, 43 Cross St., Springfield, Mass.: Publishers of school books, especially for kindergarten teachers.

✓ BRENTANO'S, 5th Ave. and 27th St., New York: Publishers of fiction, history, memoirs, biography, gift books, etc.

CALLAGHAN & CO., 401 East Ohio St., Chicago, Ill.: Publishers of law books and law text books for school use.

✓ CENTURY CO., 353 Fourth Ave., New York: "We publish fiction, art, biography, etc. We also publish juvenile stories, but most of these that we issue are the growth of serial publication in St. Nicholas. Not all are, however. We make no suggestions as to the length of MSS. We are glad to examine manuscripts intended for book publication and we only wish that more of them were better adapted to it than the authors think they are."

CHAUTAUQUA PRESS, Chautauqua, N. Y.: Publishers of occasional books which may be used in the regular Chautauqua reading courses.

✓ CLODE, EDWARD J., 156 Fifth Ave., New York: Publisher of novels, no juveniles, and of collections of short stories of proved merit.

COLUMBIA UNIVERSITY PRESS, 2960 Broadway, New York: Publish only high class educational works and special books designed for the student in science or literature.

COOK PUBLISHING CO., DAVID C., Elgin, Ill.: Publishers of a number of religious periodicals for readers of all ages, and of books of fiction, essays, religious books, and allied material; all for Sunday School and allied uses.

✓ CROWELL & CO., THOMAS Y., 426 W. Broadway, New York: "We are general publishers of fiction, juveniles, travel books, new thought works, and high-class religious and ethical books. We do not think it wise to fix the maximum length of MSS. nor have we any suggestions to make to writers in advance of submitting their matter."

CUPPLES & LEON CO., 449 Fourth Ave., New York: Publisher of juvenile fiction, especially in series. Books for very little children, children's comics — books of all kinds for little folks are issued.

DENISON AND CO., T. S., 623 So. Wabash Ave., Chicago, Ill.: Publishers of books of plays and entertainments, vaudeville sketches, monologues, tableaux, etc.

DICK & FITZGERALD, 18 Vesey St., New York: "We are in the market for short sketches, monologues, vaudeville sketches, one-act comedies, farces or three-act plays to run from 20 minutes to an hour, and three-act comedies to play a whole evening. Naturally the plot, in every instance, must be original."

DITSON CO., OLIVER, 150 Tremont St., Boston, Mass.: Publishers of popular, practical and theoretical books on music.

✓ DODD, MEAD & CO., 4th Ave. and 30th St., New York: General publishers whose list includes fiction, illustrated gift books, books of travel, biography and history, nature books, essays and belles-lettres, miscellaneous and juveniles.

DODGE PUBLISHING CO., 53 Fifth Ave., New York: Interested in juveniles of any kind for children of any age; in novelty books in color form for children of 5 to 10 years of age. Specialize in gift books of all characters. Will issue short book stories and poems if available for gift book purposes. Publish a special line of books for Christmas, but of a gift book character. Interested in cook books. Publish calendars; also books of quotations.

DONOHUE AND CO., 701 South Dearborn St., Chicago, Ill.: Supply the following statement: "We are publishers and manufacturers of miscellaneous books. We publish most extensive lines of books for boys and girls, also complete illustrated lines of toy and novelty books. We publish adult fiction, also very complete lines of hand books, joke books, collateral reading for schools, cook books, self educational books, such as self education in Italian, Swedish and the various languages. In fact, there is scarcely any field in the popular line of publications that we do not occupy. We publish family medical books, household guides, etc., complete lines of paper novels. We are at all times in a position to use timely and appealing manuscripts in any of the above lines, in fact, good books of most any character except the purely technical."

DORAN CO., GEORGE H., 244 Madison Ave., New York: Publishers of all kinds of adult and juvenile fiction. Publish novels of all lengths; occasional collections of short stories, poems, vers libre, essays; belles-lettres, biographies; plays in book form; books in series; translations; gift books. Technical, scientific and school books if they have a popular character. Toy and novelty books for general use. All kinds of books for Christmas. Cook books, handbooks, reference books and religious books. New thought, efficiency or books of allied type. Travel books.

DOUBLEDAY, PAGE & CO., Garden City, L. I.: "We are general publishers and our general publishing policy is fewer and 'better books.' We are interested in fiction that is generally American and in non-fiction book of permanent value. We are also publishers of the

best and most practical books on gardening and out-door subjects." Has a series of "First Books" of especial interest to writers who never have published books. The catalog of Doubleday, Page & Company lists books under these heads: Fiction, Gardening and Farming, Nature, Economics and Sociology, History, Travel and Science, Biography and Memoirs, Literature, Verse and Belles-Lettres, Art and Music, Utility, Juvenile and Miscellaneous.

✓ DRAKE & CO., FREDERICK J., 1006 So. Michigan Boul., Chicago, Ill.: Publishers of text books especially adapted to home study.

✓ DUFFIELD AND CO., 211 East 19th St., New York: Book publishers, issue novels of all kinds and lengths, juveniles, all kinds and lengths, separately and in series, collections of poems, stories, essays, books of biography, plays, translations, gift books, toy and novelty and color books, cook books, handbooks, new thought and efficiency books, and travel books.

✓ DUTTON & CO., E. P., 681 5th Ave., New York: "We are in the market for manuscripts of fiction, juveniles and miscellaneous publications."

ELDRIDGE ENTERTAINMENT HOUSE, Franklin, Ohio: Publishers and providers of amateur entertainments of all kinds, "are always in the market for good entertainments, plays, drills, operettas, cantatas, etc., and will be glad to look at material sent."

FENNO & CO., R. F., 18 East 17th St., New York: Juvenile publishers.

FISHER & BRO., J., 7 Bible House, New York: Entertainments, plays, etc., for schools and churches.

FLANAGAN CO., A., 521 South Wabash St., Chicago, Ill.: Publisher books of plays, educational books, an occasional book of fiction, etc.

✓ FLY CO., H. K., 133 West 44th Street, New York: "About the only manuscripts we are interested in are those of fiction containing 70,000 words or more." This company also publishes novelized dramas.

✓ FORBES AND CO., 443 South Dearborn St., Chicago, Ill.: "We are always interested in good manuscripts for book publication on any subject." Fiction, juveniles and inspiriting "human efficiency" essays are made a specialty.

FOSTER PUBLISHING CO., CHARLES, Philadelphia, Pa.: Publishers of religious and educational books.

✓ FOUR SEAS CO., 188 Dartmouth St., Boston, Mass.: General publishers.

FRENCH, SAMUEL, 28 West 38th St., New York: Publisher of plays, monologues, vaudeville sketches for amateur production, and similar material.

✓ FUNK & WAGNALLS CO., 360 Fifth Ave., New York: "We are publishers of dictionaries, encyclopedias, religious works of reference, sermons, medical books, sociological and new thought books, books of travel and description, books on politics and economics, biography and memoirs, fiction and miscellaneous books."

GINN & CO., 15 Ashburton Place, Boston, Mass.: Educational publishers.

GRIFFITH & ROWLAND PRESS, Philadelphia, Pa.: Publishers of religious books, juveniles, and of novels, of Christmas cards and calendars.

✓ GROSSET & DUNLOP, 1140 Broadway, New York: General publishers, but usually bring out "reprint" editions.

HALL AND McCREARY, 430 South Wabash Ave., Chicago, Ill.: Publishers of text books.

HANDY BOOK CO., Reading, Pa.: Educational publishers.

✓ HARCOURT, BRACE AND HOWE, 1 West 49th St., New York: General publishers. Fiction, juveniles, translations, miscellaneous.

HARDING, A. R., Columbus, Ohio: Publisher of books on hunting, trading and trapping for profit and pleasure.

✓ HARPER & BROTHERS, Franklin Square, New York: "Like most publishers, we haven't any fixed rules about kinds of manuscripts or length. Certain general restrictions, however, might be cited. Generally speaking, we do not publish books of a controversial nature, or books on sporting subjects, or on the stage. Our serious books are not of a technical nature. We do not frequently publish books of verse and are not in position to encourage this kind of material. We are

always anxious to see the manuscripts of juveniles, whether designed for the very youngest or older readers. The ideal length is a little hard to define because sometimes a bright new kind of story in its first writing might be entirely too short, or again much too verbose or wordy. As to fiction, the same policy roughly holds true. We are very glad to receive and examine manuscripts of novels, and publish a great many different types. Here again, we seldom or never feel that we can publish a novel of a controversial nature. We are very loath to fix any definite limits or restrictions on what we, as a house, would like to receive in the way of manuscripts, for sometimes the very best, newest and freshest would thus be ruled out." Harper & Brothers' catalogue, a book of more than three hundred pages, has eight main classifications: History and Biography, Travel and Description, Poetry, Music, and Drama, Moral and Religious, Books for Young People, Science and General Literature, Prints, Portfolios, etc., and Fiction.

HEATH & CO., Boston, Mass.: Educational publishers.

HINDS, NOBLE & ELDIDGE, 11 Union Square, New York: Publishers of text-books and educational works of all kinds, and also of fiction and general books which may be used for supplementary reading in schools. Collections of songs, piano pieces, music, etc., are published.

✓ HOLT & CO., HENRY, 19 West 44th St., New York: "Our publications include fiction, history, belles-lettres, biographies, school books, in fact almost every class of books except those intended to be read or shown to very

young children. Though we would welcome a supreme work of genius in any field, we are especially interested in text-books for high schools and colleges, exclusive of mathematics and dead languages, books suitable for our American Nature Series, leading Americans and public problems series, practical books like the making of a newspaper, working of a railroad, etc., works in history, economics and biography, occasional critical works of modern music and the drama, etc. We are not anxious for translations, volumes of short stories, poetry, plays or books for children as distinguished from young folks."

✓ HOUGHTON MIFFLIN CO., 4 Park St., Boston, Mass.: "We publish books of all classes including fiction." Publish juvenile as well as adult fiction; specialize in nature books, belles-lettres, biography; have an exceptionally large and varied list covering all subjects.

HUEBSCH, B. W., 32 West 58th St., New York: "I am interested in miscellaneous books, but not technical or scientific works; neither am I interested in the average 'popular' fiction."

HURST & CO., New York: "It largely depends upon what an author has to submit in the way of a manuscript for us to decide whether we can make use of it or not. We are in receipt of manuscripts frequently sent us by authors who do not write in advance to say what they are sending. In the majority of cases manuscripts are returned. We are not publishers of new books in the general sense of the term." Hurst & Co. publish many juveniles, especially in series.

INLAND PRINTER CO., 632 South Sherman St., Chicago, Ill.: Publishers of works of interest to art students, advertising men and printers.

✓ JACOBS & CO., GEORGE W., 1628 Chestnut St., Philadelphia, Pa.: "We publish fiction, both juvenile and adult. Our list is quite general." The catalogue of George W. Jacobs & Company has the following subdivisions: Gift Books, Small Gift Books, Poetry, Biography, Historical and Descriptive, Tales of Travel, On Nature and Outdoor Sports, For the Antiquarian, Sociology, Practical Handbooks, Handbooks for Men, Fiction, Miscellaneous, Religious, Stories for Old or Young and Juveniles.

JENNINGS & GRAHAM, Cincinnati, Ohio: "We do a general publishing business, with the emphasis, if any, placed on Theological, Religious and Devotional Books and Essays."

JEWISH PUBLICATION SOCIETY OF AMERICA,
148 East 57th St., New York City.

JORDAN & CO., 209 So. State St., Chicago, Ill.: Publishers of sentimental gift books — wedding day, birthday, graduation mementoes or records, baby record books, etc.

KENEDY & SONS, P. T., 44 Barclay St., New York: Publishers of Catholic books of doctrine, philosophy, meditation, instruction, history, prayer books, etc., and novels, stories and poetry by Catholic writers.

✓ KENNERLEY, MITCHELL, 489 Park Ave., New York: General publisher, has issued many unusual volumes of fiction, belles-lettres, verse and miscellaneous literature. Ordinarily not interested in juveniles.

KILNAR & CO., 824 Arch St., Philadelphia, Pa.: (Roman Catholic.) Adult and juvenile fiction.

✓ KNOPF, ALFRED A., INC., 220 West 42nd St., New York: Especially interested in fiction of somewhat radical cast. Also publishers of travel and biography, poetry and juveniles.

✓ LAIRD & LEE, 1732 Michigan Ave., Chicago, Ill.: "We publish fiction, including high-class detective stories, juveniles, preferred size about 75,000 to 100,000 words, dictionaries in various languages, mechanical and electrical works and reference books on varied subjects. No poetry."

✓ LIPPINCOTT CO., J. B., East Washington Square, Philadelphia, Pa.: "As general publishers, we issue works in every branch of literature — fiction, juveniles, belles-lettres, medical, scientific, educational, etc. It is very seldom, however, that we are willing to publish verse. The length of manuscripts (except in the case of fiction which should be 65,000 words or more) is a secondary matter."

✓ LITTLE, BROWN & CO., 34 Beacon St., Boston, Mass.: "We are always in the market for typewritten manuscripts of novels of 40,000 words and upward, preferably about 75,000 words in length. We gladly examine the manuscripts of books for boys and girls although the sale of this class of books has fallen off somewhat. We also publish books which may be classed as biography, history, travel and description. We do not care to receive manuscripts of collections of essays, or short stories or poems."

LONGMANS, GREEN AND COMPANY, 55 5th Ave., New York: Book publishers. Issue very few novels, very few juvenile books. Some poetry and essays. Some belles-lettres and biographies. Some series of books in science and philosophy. All kinds of technical and scientific books, school books, and books for teachers. A few cook books, reference books, popular law books, Sunday school books, medical books, and travels book are published.

✓ LOTHROP, LEE & SHEPARD CO., 93 Federal St., Boston, Mass.: General publishers ready to issue any reputable book that seems likely to be commercially profitable. Publish both adult and juvenile fiction. The average book should run from 50,000 to 100,000 words. This does not mean that they are not ready to consider specialties, if such are outside of the booklet class. Do not care for collections of short stories or sketches.

LUCE, JOHN W., Boston, Mass.: Books upon literature, the drama, and occasional fiction.

LYONS AND CARNAHAN, 623 South Wabash, Chicago, Ill.: Text books and teachers aids.

MACAULAY CO., 17 W. 38th St., New York: Publishers of novels and of novelized versions of plays, juveniles, translations.

MACCALLA AND CO., Philadelphia, Pa.: Publish operettas, plays, recitations, etc., suitable for Sunday School presentation.

✓ MACMILLAN CO., 66 5th Ave., New York: "The Macmillan Company is glad to consider manuscripts

suitable for book publication in the general publishing field. This includes fiction, belles-lettres, juveniles, works of history, biography, economics, travel, outdoor life, as well as scientific and technical books, educational works and text-books."

✓ McBRIDE, ROBERT M. CO., 7 West 16th St., New York: "We are always glad to consider book manuscripts, either in general literature or in the specialized field. We have published fiction, adventure, gardening books, house building books, books on travel, a book on fashions, a book on photography, etc."

✓ McCLURG & CO., 330 East Ohio St., Chicago, Ill.: "We publish all kinds and classes of books, but do not care for poetry, or works of a controversial nature. Preference given in fiction to stories of adventure, with a strong love interest. Especially glad to consider good stories for young people and works of Western origin or interest. Length of MSS. matters but little provided there is story, or other, value."

McGRAW-HILL BOOK CO., 239 W. 39th St., New York: Publishers of scientific, especially engineering books.

McKAY, DAVID, 604 South Washington Square, Philadelphia, Pa.: "We publish little or no adult fiction. We are, however, in the market for manuscripts of juveniles and miscellaneous subjects."

McLOUGHLIN BROS., 890 Broadway, New York: Publishers of juveniles, especially color book juveniles.

McVEY, JOHN JOS., 1229 Arch St., Philadelphia, Pa.: Publishes material which is scientific, medical, generally educational and theological and Catholic material.

MEIGS PUBLISHING CO., Indianapolis, Ind.: Publishers of books along the line of Sunday School work.

METHODIST BOOK CONCERN, 150 Fifth Ave., New York: "We are publishers of religious and theological books mainly." Publishers of books on devotional subjects, Sunday School pedagogy and administration, juveniles, and a limited number of general books on nature, biography, etc. Publishers of a number of religious periodicals for readers of all ages, in Cincinnati, and of books of fiction, essays, religious books, and allied material, in New York.

METHODIST EPISCOPAL CHURCH SOUTH, Nashville: Publishers of a number of religious periodicals for readers of all ages, and of books of fiction, essays, religious books, and allied material.

✓ MOFFAT, YARD & CO., 30 Union Square, New York: "We are interested in all kinds of books unless they are technical. We publish fiction, juveniles, belles-lettres, biography, history, or whatever seems would be commercially profitable."

MUNN & CO., 233 Broadway, New York: Technical, scientific and mechanical works.

OGILVIE PUBLISHING CO., J. S., 57 Rose St., New York: Publishers of toy or novelty books founded on motion pictures — paper bound. Also cook book,

religious books, semi-medical (sex) books, hand books and translations. Occasionally publish plays in book form. Specialize on paper-bound novels and detective stories, principally reprints. Novels must be at least 20,000 words in length.

OPEN COURT PUBLISHING CO., Chicago, Ill.: General miscellany.

ORANGE JUDD CO., 315 Fifth Ave., New York: "Our specialty is books that treat on agricultural and allied subjects. We do not confine our authors to any specific number of words. We do not publish fiction." This company publishes books for farmers, stock-raisers, gardeners, fruit growers, florists, housekeepers, architects, artisans and sportsmen, and educational books pertaining to agriculture, art, manual training and nature study.

OWEN PUBLISHING CO., F. A., Dansville, N. Y. Publishers of The Normal Instructor and Primary Plans, publish a great variety of material suitable for school entertainment, including plays, operettas, recitations, tableaux, marches, etc., and should offer a good market to authors of such work.

✓ PAGE CO., 53 Beacon St., Boston: "Our list is a general one and includes fiction, both adult and juvenile, and books in the fields of art, travel, music, belles-lettres, etc. We are always glad to examine any manuscript submitted to us if typewritten, provided it is not a text-book and does not treat any subject from the technical point of view. We can use juveniles as short as 10,000 words, but, except the juveniles, a manuscript should be not less than 50,000 words and preferably about 75,000."

✓ **PENN PUBLISHING CO.**, 925 Filbert St., Philadelphia, Pa.: "We are miscellaneous publishers. We issue adult fiction. As to juveniles, we are probably the most active publishers of this class of books in the country. We are always in the market for additional titles in the trade order list we send you. In addition to the series that are mentioned in this list, we are extensive publishers of plays, and are at all times on the lookout for material of this kind." The Penn Publishing Company's catalogue has the following divisions: Entertainments and Exhibitions, Jokes and Sports, Plays, Popular Handbooks, The Family Books, Whimsical Series, Fiction, Books for Boys and Girls, Text and Reference Books, Miscellaneous, Teachers' Helps.

PHYSICAL CULTURE PUBLISHING CO., 119 West 40th St., New York: Books on health and hygiene in line with the periodicals published by this company.

PILGRIM PRESS, 14 Beacon St., Boston, Mass.: (Congregational.) Although a religious publishing house they issue also fiction and juveniles which are of a moral or uplifting tenor.

PITMAN & SONS, ISAAC, 2 West 45th St., New York: Publishers of school books, especially shorthand and business books and vocational, arts and crafts and manual training books.

PRANG COMPANY, 214 East 23rd St., New York: Publishers of school drawing books, text books on art education, drawing books of many kinds, and a miscellany of books of value to those interested in art problems.

PRESBYTERIAN BOARD OF PUBLICATION, Witherspoon Building, Philadelphia, Pa.: Publishers of religious books, and of novels and gift books, and of juveniles.

PRINCETON UNIVERSITY PRESS, Princeton, N. J.: Issues a few high class works along educational lines, with occasional books of general interest.

PUBLIC-SCHOOL PUBLISHING CO., Bloomington, Ill.: Publishers of books for teachers and children.

✓ PUTNAM'S SONS, G. P., 2 West 45th St., New York: "We are general publishers and our list from year to year contains volumes representing practically every division of publications and works of varying length." An occasional juvenile is published by this house, and many books of adult fiction, science, history, biography, political science, and nature and outdoor interest.

✓ RAND, McNALLY & CO., 540 S. Clark St., Chicago: "We publish school text books, books for supplementary school reading, juvenile books, illustrated gift books, biography, historical books, science, nature and agriculture, travel, adventure and description, reference, baby books, 'paper books,' toy books and fiction. We are in the market for good stories by new authors. We are anxious to secure the best juvenile material. The maximum length for a novel should be about 80,000 words and not less than 50,000. There is always a good demand for original books of humor. We do not care for books of short stories, books of essays or books of original poems."

✓ REILLY & LEE CO., 1006 So. Michigan Ave., Chicago: Publishers of fiction; especially stories of mystery and adventure, and of technical works.

✓ REVELL CO., FLEMING H., 158 5th Ave., New York: General publishers; list contains fiction, juveniles, essays, travel and description, etc., books are essentially religious in tone or nature.

RONALD PRESS CO., 20 Vesey St., New York: Publishers of business books and magazines. Practical works covering all branches of business and business administration.

SCHIRMER, INC., G., S. East 42nd St., Boston, Mass.: "We are at all times pleased to examine manuscripts of musical compositions and works on the subjects of music with a view to finding them available for publication."

✓ SCRIBNER'S SONS, CHARLES, 597 Fifth Ave., New York: "As general publishers, we are interested in manuscripts of all kinds provided only, that they are not too highly technical in character. We publish books in almost every field of general interest, fiction, history, biography, economics, essays, poetry, plays. Every year we publish a considerable number of novels. We have departments devoted to the publication of religious and educational books."

✓ SELTZER, INC., THOMAS, 5 West 50th St., New York: General publishers. Good fiction a specialty.

SILVER, BURDETT & CO., 221 Columbus Ave. Boston, Mass.: Educational publishers in all lines

series of readers, mathematics, etc., high school and college texts.

✓ **SMALL, MAYNARD & CO.**, 41 Mt. Vernon St., Boston, Mass.: "We are always glad to examine manuscripts of fiction from 75,000 to 125,000 words long and books for boys and girls of ages ten to fifteen of 60,000 to 100,000 words long, as well as volumes of essays, history, biography, current questions or travel-adventure."

SOWER CO., CHRISTOPHER, 124 North 18th St., Philadelphia, Pa.: Publishers of educational works, single or serial.

STETSON PRESS INC., Boston, Mass.: Publishers of alphabet books, color books, gift books, ordinarily not in the market for MSS. but inquiry may reveal an occasional opening.

STEWART & KIDD, Cincinnati, Ohio: General publishers.

✓ **STOKES CO., FREDERICK A.**, 443 4th Ave., New York: "We are general book publishers, issuing books of practically every nature except text-books and technical books such as law books and scientific works having a very narrow appeal. Among the most prominent features of our line are fiction, books on art, hygiene, sociology, travel and books for children. It is impossible to make any general statement as to the desirable length of manuscripts. That depends entirely upon the requirements of the individual case."

SULLY AND LEINTEICH, 373 Fourth Ave., New York: Publishers of manuals of information, practical hand-books, calendars, adult and juvenile fiction, etc.

SURVEY ASSOCIATES, New York: Publishers, for the Russell Sage Foundation, of books on the improvement of social and living conditions.

TUCK & SONS CO., RAPHAEL, LTD., New York: Fine art and book publishers, "we buy manuscripts suitable for our publications." Publish books and fine art material, cards, calendars, post cards, painting books, toy books, juvenile books, novelties, etc.

UNITED LUTHERAN PUBLICATION HOUSE, 9th and Sansom Sts., Philadelphia, Pa.: Publishers of books and periodicals for young people, and text and reading books for the Sunday School.

UNIVERSITY OF CHICAGO PRESS, 58th St., Ellis Ave., Chicago, Ill.: Scientific and other high class works.

VAN NOSTRAND CO., 25 Park Place, New York: Technical books covering all branches of industry and science.

VOLLAND CO., P. F., 56 East Washington St., Chicago, Ill.: Publishers of gift books, art and other calendars, place cards, and unusual juvenile color books.

WARNE & CO., FREDERICK, 12 East 33rd St., New York: "We publish belles-lettres, books on chess, checkers, etc., and are particularly interested in artistic books for children, which have their own illustrations submitted with text. We do not want fiction."

✓ WATT & CO., W. J., 43 West 27th St., New York: "We are interested only in fiction. Such novels as we publish must not be less than 70,000 words in length."

WEBB PUBLISHING CO., St. Paul, Minn.: Publishers of agricultural books.

WERNER & CO., EDGAR S., 43 East 19th St., New York: Publishers of books of plays for amateur production.

WESTMINSTER PRESS, Witherspoon Building, Philadelphia, Pa.: Publish books on religion and allied topics and an occasional book of fiction.

✓ WILDE CO., W. A., 120 Boylston St., Boston, Mass.: "We publish fiction, both adult and juvenile. The length of a manuscript, in our opinion, should be governed by its quality and style. The manuscript should be typewritten, and no book is worthy of publication which does not have some one thing in it of particular merit."

WILEY AND SONS, JOHN, 43 West 27th St., New York: Publishers of engineering and technical books.

WILLIAMS AND WILKINS CO., Baltimore, Md.: Publishers of scientific books.

WILLIAMS CO., DAVID, 231 West 39th St., New York: "We are interested in practical books written by experts in their various trades, covering the following subjects: Building, Heating, Plumbing, Hardware, Iron and Steel, and related industries."

✓ WINSTON CO., JOHN C., 1006 Arch St., Philadelphia, Pa.: "Our line covers literature in general. We are particularly interested in Fiction, Reference Works, and Juveniles." This company's catalogue lists books

under the following "heads:" Agriculture, Sporting and Horse Books, Books for Girls, Books for Boys, Children's Books, Dictionaries, Handy Reference Works, Illustrated House and Garden Books, Toast Books, Toy Books, Popular Fiction.

YALE UNIVERSITY PRESS, New Haven, Conn.: Publishers of authoritative books in the fields of biology, economics, sociology, history, biography, philology, literature, poetry and science. "It begs to state that it accepts for examination, with a view to publication, manuscripts which in the opinion of the Council's Committee on Publications of Yale University tend to advance the interest of American scholarship. This condition would practically exclude works of pure fiction. E. D. Hackett, manager, says, "We would be pleased to have publicity given to the fact that the Press is not confined to publications by Yale authors. We have published books by Harvard, Williams, Princeton, and Heidelberg graduates, and, in several instances by authors who are not graduates of any University."

Leading Canadian book publishers, all of whom publish novels and timely books of verse, history, sociology, humor, etc., are Thomas Allen, 215 Victoria Street. Toronto, William Briggs, Toronto, Frederick D. Goodchild, 266 King Street West, Toronto, S. B. Gundy, Toronto, McClelland, Goodchild & Stewart, Ltd., 266 King Street West, Toronto, George J. McLeod, Ltd., Toronto, and The MacMillans in Canada, Toronto. These publishers issue books by British and United States authors by arrangement with British and American publishers, but each also publishes "on his own account," and books of Canadian interest, or by Canadian authors are gladly considered.

GREETING CARDS, VERSES, ETC.

There is a considerable market for material of this sort, and it embraces all kinds from grave to gay. The use of greeting and anniversary cards is constantly growing, and most of the houses that specialize in this material treat contributors with great courtesy and pay well for the verse accepted. Many versifiers find this a more profitable field to cultivate than that of the periodicals. But remember that only short verse is wanted, usually two or four lines — sometimes a little more.

Buyers of greeting card verse are paying more attention to the character and quality of the work than was formerly the case. Verses with halting meter, imperfect rhymes, or verses that do not clearly express some definite thought in attractive poetic form have little chance of acceptance.

Writers should keep in mind also that it is not merely the great holidays for which greeting cards are now used; but that they cover an almost endless procession of special days and events. Beginning with the first day of the year, the holidays came in regular procession until the twenty-fifth of December is reached; but in between come Birthdays, Commencements, Confirmations, Vacation cards, Hospital condolences, *Bon Voyage* cards and others.

A writer who is giving attention to this work can take up a new phase of it each month in the year, and if fol-

lowed systematically and industrially, it will be found both a pleasing and profitable adjunct to other literary endeavors.

The following list will be found helpful:

ART POST CARD CO., 1198 Broadway, New York.
Greeting cards.

BARTLESS, ALFRED, 248 Boylston St., Boston,
Mass.

BECKMAN CO., THOMAS J., 310 North 11th St.,
Philadelphia, Pa.: Are interested in verses for the
Christmas, Holiday and Easter seasons.

BOSTON LINE, 178 Congress Street, Boston: In
the market for mottoes and verses for use on post cards.

BRADY-ROBBINS CO., 538 South Clark Street,
Chicago, Ill.

BROMFIELD PUBLISHERS, 53 Bromfield Street,
Boston, Mass.: Use birthday greetings and other ma-
terial suitable for special days and holidays.

BROWN & BIGELOW, St. Paul, Minn.: Manufac-
turers of art calendars, celluloid novelties, and cloth and
leather specialties, "occasionally purchase photographic
subjects, also verses and quotations."

BRUNI, G. L., 110 Tremont Street, Boston: "Is in
the market for catchy sentiments and verses for greeting
cards and booklets."

BURGOYNE & SONS, SIDNEY J., 1209 Arch St.,
Philadelphia, Pa.

BUTLER, THOMAS & CO., INC., 827 Filbert St.,
Philadelphia, Pa.

BUZZA CO., Minneapolis, Minn.: Greeting and
Easter and other holiday verses.

CAMPBELL ART CO., Elizabeth, N. J.: Publisher
of fine art pictures and Christmas and novelty cards.
In most instances the company does not care for verses
and mottoes, but it is glad to consider those which authors
consider especially good.

CARPENTER CO., SAMUEL, Ninth and Dauphin
Streets, Philadelphia: "We buy verses, mottoes, etc.,
for Easter, Valentine, Hallowe'en, Thanksgiving, Christ-
mas, New Year and birthday greetings."

CELEBRITY ART CO., 36 Columbus Ave., Boston:
Publishers of calendars, post cards, valentines, mottoes.

CINCINNATI ART PUBLISHING CO., Cincinnati,
Ohio. Uses worth while material in the greeting card
line.

CLARK CO., CHAS. S., 261 West 36th Street, New
York: Manufacturers of stationers' novelties, table
favors, guest, tally, birth, birthday, wedding, Christmas,
dance and other cards, purchase material suitable for
their use.

DAVIS CO., A. M., 530 Atlantic Avenue, Boston: Publishers of "Quality Cards," "we publish cards for all seasons of the year — Christmas, New Year, Valentine's Day, Easter, etc., and buy them from anybody who can submit good ones to us."

DITTMAR ENGRAVING CO., 814 Walnut St., Philadelphia, Pa.

DOUGHADAY & CO., 608 South Dearborn Street, Chicago. Greeting cards.

DREYFUSS ART CO., INC., 873 Broadway, New York: Publish post cards, motto cards, greeting cards, gift booklets, calendars. Consider sentiments, mottoes, greetings, designs and drawings. Material purchased at any time for any season. Pay cash for accepted material.

FAIRMAN CO., 319 West 43rd Street, New York: Gelatine Printing, Relief Embossing, "we occasionally purchase four line verse for post cards, and longer matter for mottoes."

FREDERICKSON CO., First National Bank Bldg., Chicago: Makers of art calendars, "we occasionally purchase verses and mottoes, for use on post cards."

GERLACH-BARKLOW CO., Joliet, Ill.: Manufacturer of de luxe art calendars and holiday greeting cards, is in the market for short, original sentiments for use on Christmas and New Year cards. The sentiments may be prose or verse and must be out of the ordinary, as no stereotyped matter is wanted. Sentiments should not exceed six lines in length and four lines are considered preferable.

GIBSON ART CO., Cincinnati, Ohio, Uses material suitable for all sorts of greeting and special occasion cards. Is prompt and pleasant to deal with.

GREENE CO., STEPHEN, 16th and Arch Sts., Philadelphia, Pa.: Buys verse and sentiments for Christmas and New Year cards.

HALL BROTHERS, 1114 Grand Ave., Kansas City, Missouri.

HALL, FRANK, INC., 21 East Fourth St., New York: Cards, calendars, mottoes and pictures.

HEININGER CO., HENRY, 371 Broadway, New York: Manufacturers and importers artistic fancy goods and novelties, "we sometimes buy catchy verses for Christmas, New Year, Valentine and Easter."

HENDERSON LITHOGRAPHING CO., Cincinnati, Ohio: Uses verses and jingles limited to four lines; also prose of same length. The Christmas and New Year material should be suitable for use on one card.

HEYWOOD, STRASSER & VOIGT LITHOGRAPHIC CO., 26th Street and Ninth Avenue, New York: "We are opening up a new line of greeting cards and should be glad to consider snappy texts and formal, dignified sentiments for use on booklets."

HOWE CO., J. RAYMOND, 3974 Vincennes Ave., Chicago, Ill.

INTERNATIONAL ART CALENDAR CO., 215 Broome St., New York.

INTERNATIONAL ART PUBLISHING CO., 315 Fourth Ave., New York: "Purchase literary matter from time to time which we can use for our publications, which consist of calendars, post cards, greeting cards, booklets, etc."

JAPANESE WOOD NOVELTY CO., Providence, R. I.

KEATING CARD CO., 715 Sansom Street, Philadelphia: Uses short verses for Christmas, New Year, Easter, Valentine Day, birthdays and other anniversaries.

LITTLE, A. E., 426 Broadway, Los Angeles, Calif.

MANUEL & CO., Box 927 Meridian, Miss., uses especially material for greetings appropriate for the Southern States, and that have some foundation or inspiration from the legends and romances of these states.

McNICOL, JESSIE H., 18 Huntington Ave., Boston, Mass.

MILNER BROTHERS, INC., 367 Park Avenue, Brooklyn, N. Y.: Manufacturers for engraved greeting cards, write: "We are in the market for verses expressing sentiments for birthdays, Christmas, Easter, wedding anniversaries, etc., of from four to eight lines for use on greeting cards of high quality. We cannot use anything in comedy or slang, but only verses that are dignified and pretty, although not too stiff and formal."

MORGAN CO., F. L., 583 Market St., San Francisco, California.

MURRAY ENGRAVING CO., 6152 Wabash Ave., Chicago, Ill.

NATIONAL ART PUBLISHING CO., Elmira, N. Y.
Greeting cards.

NEW ENGLAND ART CO., 333 Fourth Ave., New York: "Is in the market for verses suitable for Easter cards, Christmas and birthday cards.

NEWMAN PUBLISHING & ART CO., INC., 120 East 14th St., New York City, wants short, personal greetings containing something a bit unusual in the way of message or wish.

OSBORNE CO., Newark, N. J.: Purchases photographs occasionally for use on its calendars; verses or mottoes are also purchased when available.

OWEN CARD PUBLISHING CO., Elmira, N. Y.: Publishers of message post cards and booklets for all seasons and occasions. Uses short verses of about four lines.

PACIFIC ENGRAVING CO., 316 West Pico St., Los Angeles, Calif.

ROSE CO., Philadelphia, Pa., will consider verses in lots.

RUST CRAFT SHOP, 60 India Street, Boston: Publishers of Christmas booklets, Valentine, New Year's, birthday and Easter card novelties, are always on the lookout for four-line verse. Interested in rhymes for

Christmas, New Year's, birthdays, and clever personal greetings.

SOUTHWORTH, G. E., Arcade, Bridgeport, Conn.: Greeting cards.

STANLEY MANUFACTURING CO., Dayton, Ohio.

SUPERIOR GREETING CARD CO., 1716 Ludlow St., Philadelphia, Pa.

THOMPSON-SMITH CO., 263 Fifth Ave., New York: Dainty and different greeting cards; "we are always interested to examine manuscripts, especially those of short verse suitable for the various seasons of the year, principally Valentine, St. Patrick, Easter, Hallowe'en, Thanksgiving, Christmas and New Year. Short four-line verses for greeting cards are what we use most."

TURNER & PORTER CO., INC., 49 West Swan St., Buffalo, N. Y.

VAN GORDER & GIBBS, 3334 West 38th Street, Chicago, Ill.

WHITNEY CO., Elmira, N. Y.: Greeting cards.

WHITNEY CO., GEO. C., Worcester, Mass.: Post cards, motto cards, greeting cards, Valentine, Easter, Christmas, New Year's, Hallowe'en and birthday cards.

WIT-RO CO., 712 Federal St., Chicago, Ill.

WOEHLER, H. L., 114 East 13th St., New York: Greeting cards.

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